

**ANALYSING THE EFFECT OF SOCIAL MEDIA ON PURCHASE
INTENTION AND BRAND ATTITUDE AS INTERVENING VARIABLE
AT MALANG STRUDEL**

By:

**FEBI ALFIANTO
(115020207121028)**

MINOR THESIS

**Presented in Partial Fulfilment of the Requirements for the Degree of
Bachelor of Economics and Business**



**MAJOR IN MARKETING
INTERNATIONAL PROGRAM IN MANAGEMENT**

**FACULTY OF ECONOMICS AND BUSINESS
BRAWIJAYA UNIVERSITY
MALANG
2018**

APPROVAL PAGE

Minor Thesis entitled:

Analysing The Effect Of Social Media On Purchase Intention And Brand Attitude As Intervening Variables At Malang Strudel.

Written by:

Name : Febi Alfianto
Student ID : 115020207121028
Faculty : Economics and Business
Department : International Management

Has been examined by the board of examiners on June 7th, 2018 and certified as the requirement for the degree Bachelor of Economic and Business.

1. **Taufiq Ismail, SE., SS., MM.**

NIK. 201304830510 1 001

(Supervisor)

2. **Drs. Sunaryo, SE., Msi., Ph.D**

NIP. 19580223 198403 1 003

(Examiner 1)

3. **Dian Ari Nugroho, SE., MM.**

NIK. 2011078401091001

(Examiner 2)

Malang 26 June 2018

Acknowledge by,
Head of Undergraduate Program in
Management

Dr. Siti Aisjah, SE, MS.CSRS., CFP
NIP. 19601111 198601 2 001

STATEMENT OF ORIGINALITY

I, the undersigned:

Name : Febi Alfianto
Student ID : 115020207121028
Department : Management
Faculty : Economics and Business
Address : Jl. Flores No. 2

Hereby certify that I am the sole author of the Undergraduate's thesis under the title

**“ANALYSING THE EFFECT OF SOCIAL MEDIA ON PURCHASE INTENTION
AND BRAND ATTITUDE AS INTERVENING VARIABLE AT MALANG
STRUDEL”**

This thesis has not previously been submitted for degree in any other University or institution. I certify that, to the best of my knowledge, My thesis does not infringe upon anyone's copyright and does not violate any proprietary rights that any ideas, techniques, quotation, or any material from the work of other included in my minor thesis.

If my statement is proven to be incorrect, I agree to accept existing academic sanctions. This statement was made under full awareness and consciousness, to be used when necessary.

Malang, August 9th 2018



Febi Alfianto

NIM. 115020207121028

CURRICULUM VITAE

Personal Particulars

Name : Febi Alfianto
Place/Date of Birth : Mojokerto, 19 Februari 1993
Gender : Male
Nationality : Indonesian
Religion : Islam
Address : JL. Flores No. 2, Mojokerto
Contact : 081249363649
Email : febialfianto@gmail.com

Formal Education

Years Attended	School
2011 - 2015	Faculty of Economics and Business of Brawijaya University
2008 - 2011	SMA Negeri 1 Puri Mojokerto
2005 - 2008	SMP TNH Mojokerto
1999 - 2005	SD TNH Mojokerto

Skill and Ability

Languages : English, Indonesian, and Javenesse
Software Skill : Ms. Office, Ms. Paint, Corel Draw, Photoshop

Work Experience

2014 : Internship at PT. Ajinomoto Indonesia, Mojokerto Factory

repository.ub.ac.id

**“ANALISIS PENGARUH MEDIA SOSIAL TERHADAP NIAT BELI DAN
SIKAP MERK SEBAGAI *INTERVENING VARIABLE* PADA MALANG
STRUDEL”**

Oleh:

Febi Alfianto

Pembimbing:

Taufiq Ismail, SE., SS., MM.

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh Media Sosial terhadap sikap merek dan niat beli Malang Strudel. Populasi dari penelitian ini adalah mahasiswa Universitas Brawijaya yang sudah pernah membeli produk Malang Strudel.

Penelitian ini menggunakan pendekatan kuantitatif dengan kuesioner untuk mengumpulkan data. Penelitian ini menggunakan *purposive sampling* dengan menyebarkan 120 kuesioner ke setiap pelanggan yang sudah pernah membeli produk Malang Strudel. Partial Least Square (PLS) analisis diterapkan untuk menganalisa data menggunakan outer model dan inner model.

Hasil penelitian ini menunjukkan bahwa media sosial memberikan pengaruh yang signifikan terhadap niat beli konsumen, dan juga sikap merek konsumen baik negatif maupun positif dapat mempengaruhi niat beli seseorang.

Kata Kunci: Media Sosial, Sikap Merek, Niat Beli, Malang Strudel

**“ANALYSING THE EFFECT OF SOCIAL MEDIA ON PURCHASE
INTENTION AND BRAND ATTITUDE AS INTERVENING VARIABLE AT
MALANG STRUDEL”**

By:

Febi Alfianto

Supervisor:

Taufiq Ismail, SE., SS., MM.

Abstract

This study aims to analyze the influence of social media on brand attitudes and purchase intention at Malang Strudel. The population of this study is the students of University of Brawijaya who have ever bought the product Malang Strudel.

This study uses a quantitative approach with a questionnaire to collect data. As this study is using purposive sampling, therefore 120 questionnaires that are distributed to every respondent who has ever purchased Malang Strudel product. Partial Least Square (PLS) analysis is applied to analyze data using outer model and inner model.

The results of this study indicate that social media provide a significant influence on consumer purchase intentions. And also consumer brand attitude both negative and positive can affect the Purchase Intention.

Keywords: Social Media, Brand Attitude, Purchase Intention, Malang Strudel

TABLE OF CONTENTS

	Page
APPROVAL PAGE	i
STATEMENT OF ORIGINALITY	ii
CURRICULUM VITAE	iii
ACKNOWLEDGEMENTS	v
TABLE OF CONTENTS	vii
LIST OF TABLES	x
LIST OF FIGURES	xi
LIST OF APPENDICES	xii
ABSTRACT	xiii
 CHAPTER 1 INTRODUCTION	
1.1 Research Background	1
1.2 Problem Formulation	6
1.3 The Objectives of the Study	6
1.4 The Benefits of the Study	7
 CHAPTER 2 LITERATURE REVIEW	
2.1 Previous Research	9
2.2 Social Media	14
2.2.1 Social Media Definition	14
2.2.2 Kinds of Social Media	14
2.3 Marketing	18
2.3.1 Marketing Definition	18
2.3.2 Marketing Process	19
2.3.3 Marketing Strategy	20
2.4 Attitude	21
2.4.1 Attitude Definition	21
2.5 Consumer Behaviour	22
2.5.1 Purchase Intention	24
2.6 Conceptual Framework	25
2.7 Hypothesis Model	27

2.8	Research Hypothesis	27
-----	---------------------------	----

CHAPTER 3 RESEARCH METHOD

3.1	Type of Research	28
3.2	Research Location	29
3.3	Research Population and Sample	29
3.3.1	Population	29
3.3.2	Sample	30
3.4	Sampling Technique	31
3.5	Source of data	31
3.6	Data Collection Technique	32
3.7	Operational Variable Definition	34
3.8	Measurement Scale	35
3.9	Validity and Reliability Test	36
3.9.1	Validity Test	36
3.9.2	Reliability Test	37
3.10	Data Analysis Method	37
3.10.1	PLS Analysis	38
3.10.1.1	Inner Model (Structural Model)	38
3.10.1.2	Outer Model (Measurement Model)	38

CHAPTER 4 RESEARCH RESULT AND DISCUSSION

4.1	Overview of the Research Object	39
4.1.1	History of Malang Strudel	39
4.1.2	Company Logo	40
4.1.3	Company Location and Social Media	40
4.2	Respondent Characteristic	41
4.2.1	Characteristic of Respondent by Age	41
4.2.2	Characteristic of Respondent by Gender	42
4.2.3	Characteristic of Respondent based on Social Media Use	43
4.2.4	Characteristic of Respondent based on Monthly Earnings	44
4.3	Distribution of Respondent Answer	45
4.3.1	Distribution Answer of Social Media (X)	45

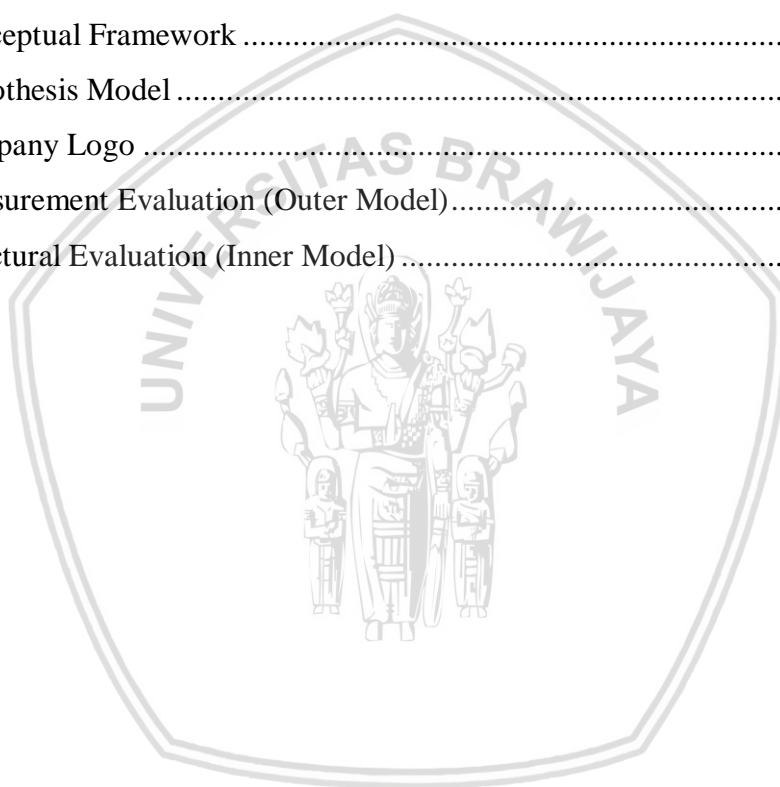
4.3.2	Distribution Answer of Brand Attitude (Y).....	47
4.3.3	Distribution Answer of Purchase Intention (Z)	49
4.4	Partial Least Square (PLS) Analysis.....	51
4.4.1	Measurement Evaluation (Outer Model).....	51
4.4.1.1	Convergent Validity	53
4.4.1.2	Discriminant Validity	54
4.4.1.3	Composite Reliability	56
4.4.2	Structural Evaluation (Inner Model)	57
4.4.2.1	R-Square (R^2)	58
4.4.2.2	Predictive Relevance (Q^2).....	59
4.5	Research Hypothesis Testing	60
4.5.1	Indirect Effect	62
4.6	Discussion	64
4.6.1	Summary of Research Result.....	64
4.6.2	Social Media on Brand Attitude	65
4.6.3	Social Media on Purchase Intention.....	66
4.6.4	Brand Attitude on Purchase Intention	66
4.7	Managerial Implication	67
CHAPTER 5 CONCLUSION		
5.1	Conclusion.....	69
5.2	Suggestions.....	70
5.3	Limitations	71
REFERENCES		72
APPENDICES.....		76

LIST OF TABLES

No	Table Title	Page
2.1	Previous Research Summary	12
3.1	Variable and Research Item.....	34
3.2	Likert Scale	36
4.1	Characteristic of Respondent by Age.....	42
4.2	Characteristic of Respondent by Gender	43
4.3	Characteristic of Respondent Based on Social Media Usage	43
4.4	Characteristic of Respondent Based on Monthly Earnings	44
4.5	Distribution Answer of Social Media (X)	45
4.6	Distribution Answer of Brand Attitude (Y).....	47
4.7	Distribution Answer of Purchase Intention (Z)	49
4.8	Outer Loadings	53
4.9	Cross Loading Value	54
4.10	Goodness of Fit	56
4.11	R-Square	57
4.12	Path Coefficient	60
4.13	Indirect Effect Variables.....	
4.14	Summary of Hypothesis	62

LIST OF FIGURES

No	Figure Title	Page
1.1	Social Media Users Growth.....	3
2.1	Step of Marketing Process.....	20
2.2	Model of Buyer Behavior.....	23
2.3	Steps of Purchase Decision Process.....	24
2.4	Conceptual Framework	26
2.5	Hypothesis Model	27
4.1	Company Logo	40
4.2	Measurement Evaluation (Outer Model).....	51
4.3	Structural Evaluation (Inner Model)	57



LIST OF APPENDICES

No	Title	Page
1.	Research Questionnaire	73
2.	Questionnaires Data	81
3.	Frequency Table	84
4.	Validity and Reliability Test	88
5.	PLS Result	91



CHAPTER I

INTRODUCTION

1.1 Background

The development in science and technology, especially Internet, bring a major change in the science of global marketing. Information technology has created a foundation in economics digitally or so-called e-commerce. Indirectly, the Internet has provided an opportunity for people and organizations to do business in cyberspace, or connect people around the world without any geographical limitations unlike traditional market. With easy access and inexpensive, internet is now not only used by the metropolitan people, but now has become part of people living in rural areas, even for some people the internet is their basic needs.

Indonesia has its own uniqueness in the internet world. Currently 80% of internet users, or so-called *netizen*, active in a wide variety of social media, however the internet connection in Indonesia still ranks lowest in the region with a percentage of 22.4% according to Marketplus.

Nowadays the internet provides a platform for a person or organization to socialize or do business in cyberspace commonly called social media. Definition of media social is an online tool that people use to share contents, insights, opinions, profile, experiences, perspective and media itself. Social media facilitates conversation and online interaction between groups of people (Solis, 2008). Social media is regarded as the phenomenon that has drawn attention of individuals and

companies for interacting each other. Social media itself is currently very prospect because its use is relatively easy and fast, not even needed much it costs to use social media itself. Along with the development and public interest in the social media continues to increase over time, more and more social media also began to appear, such as Facebook, Twitter, Instagram, Path, Line, etc. Thus social media becomes a hub for market intelligence as marketers begin to understand consumer purchasing behaviour and gain insight as to why consumers feel the way that they do about certain brands. These opportunities allow the marketer to create dialogue with the consumer, fine tune the marketing message and maintain the brand's presence in online market places (Evans and McKee, 2010:29).

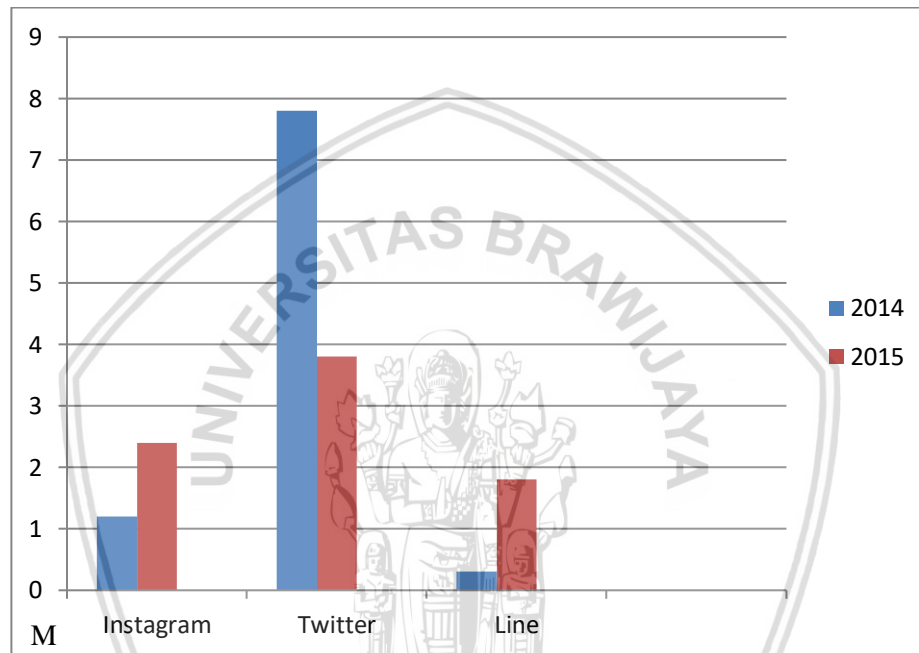
Considering how large and growing youth demographic in Indonesia, the brand owner should start working hard to attract the attention of consumers in Indonesia. They must be quick and precise in taking steps to take advantage of the intensity and the willingness of these consumer groups. They now have to promote two-way communication to get the attention of consumers in this unique market. It was originally used social media to socialize in cyberspace, but in fact social media can be used for media promotion of a product or company.

The development of social media industry has been largely increasing worldwide in the past years indicated by its market growth as shown in diagram 1.1 below. For example is Instagram, at the end of 2014 social media users in the amount of 1.2 million users, and increased by two fold at the end of 2015 in the amount of 2.4 million users. While there are several social media has decreased as the number of

users within a period of 1 year such as Twitter, and ask.fm, but will be offset by other social media have increased as Line, and Path.

Figure 1.1

Instagram, Twitter, Line Users Growth (Oct 2014 – Sept 2015)



Source: <http://www.pemasaran.site/2015/10/cara-pemasaran-produk-media-sosial.html>.

As shown in the diagram above, we can see that social media like Instagram, and Line experienced a significant increase in the last one year, while Twitter experienced a drop in the number of users in the last 1 year. The cause of the changes the public interest in using social media because people can always follow the development of technology and also following the trend that is currently happening in the world. For example, Twitter has decreased because many social media users who switch from a user of Instagram, or Twitter, Line which incidentally is the latest

social media. As we know the first Twitter launch in March 2006, while Instagram in October 2010 and Line that first appeared in Japan in 2011.

With the social media today, the field of marketing began experiencing growth and is now emerging social media marketing. Social media marketing programs usually center on Efforts to create content that attracts attention and encourages readers to share it across reviews their social networks. The resulting electronic word of mouth (eWoM) refers to any statement Consumers shared via the Internet (eg, websites, social networks, instant messages, news feeds) about an event, product, service, brand or company. And according to previous studies EWoM have a significant effect to purchase intention (Kiagus Muhammad Amran, 2015).

Nowadays social media is not only used as a medium of long-distance communication, but also has turned function into a place for promotion. Social media has an important role in helping company, because base on previous research social media can influence customers to purchase the product of company. And company can try to encourage customers to speak each other about the products and services of the company. For example is Malang strudel, they use social media as a tool to promote their products, using well-designed websites together with online advertisements created by considering cognitive and affective characteristics should enhance customer brand attitudes as well as the long-term profitability and performance of the business.

Social media influences are critical in creating attitudes toward information usefulness and subjective norms that lead to consumers' purchase intention. Purchase intention itself according to Schiffman and Kanuk (2007:238) occurs when consumer forms a positive intention to buy and it becomes a commitment that the brand is positive and good. In turns, this may encourage consumer to make actual buying decision. The higher interest of a customer to purchase a product, the higher is his/her behavior to do actual buying decision. It means that the money that will be paid by consumer will then be the revenue for the company. Thus the purchase Intention is an important factor as a prediction of consumer behavior in the future, because a person's behavior depends on the interest. Consumers sometimes are likely to assess source credibility over argument quality because credible reviewers form positive attitudes toward purchase intention (Kun et al, 2015).

In this research, the researcher use Malang Strudel as research objects. Malang strudel is one of the companies that use social media marketing to promote its products. Malang strudel itself is a center for souvenirs in Malang special just selling products strudel. Founded by Deni Deliyandri, Teuku Wisnu, and Donny Kris, Malang strudel finally first opened on December 20, 2014. And now Malang strudel already has six outlets in the area of Malang. In the development of its business, the unfortunate strudel is increasingly active in social media marketing. As in Facebook unfortunate strudel attended by about 40,000 users in addition, in Instagram followed by about 20,000 users and still able to grow again over time. With the social media, customers can easily search for information, critique and advice to a company.

Based on the explanation about service quality and customer satisfaction above, the researcher will analyze **“THE EFFECT OF SOCIAL MEDIA ON PURCHASE INTENTION AND BRAND ATTITUDE AS INTERVENING VARIBALE AT MALANG STRUDEL”**.

1.2 Problem Formulation

Based on the previously mentioned background of the study, the problems of the study are formulated as follow:

1. Is there any direct and significant effect of Social media that contributes to brand attitude?
2. Is there any direct and significant effect of Social media that contributes to purchase intention?
3. Is there any direct and significant effect of Brand Attitude that contributes to purchase intention?
4. Is there any indirect effect of Social Media that contributes to Purchase Intention through Brand Attitude?

1.3 The Objectives of the study

Based on the formulation of the problems explained before, the objectives are:

1. To know the direct and significant effect of Social Media towards Brand Attitude.
2. To know the direct and significant effect of Social Media towards Purchase Intention.

3. To know the direct and significant effect of Brand Attitude towards Purchase Intention.
4. To know the indirect effect of Social Media towards Purchase Intention through Brand Attitude

1.4 The Benefits of the study

This research is expected to obtain the following benefits:

1. For Researcher
 - a) This study is expected to expand the researcher's insights and knowledge in effect of social media to influence brand attitude and purchase intention.
 - b) Applying the knowledge that has been obtained during the study within Faculty of Economics and Business Brawijaya University.
2. For Academics
 - a) The research is conducted as an input to fellow students and others who want to conduct further research.
 - b) The research is expected to provide the knowledge in how to determine customer towards brand attitude and purchase intention using social media.
 - c) The research is expected to become one of the reference materials especially about customer towards brand attitude and purchase intention.

3. For The Related Company

- a) As a consideration for the related instances in evaluating the value given to customer that would later create purchase intention of the related product.
- b) The research is expected to assist in developing policy of company's marketing related to research problems.



CHAPTER II

LITERATURE REVIEW

2.1 Previous Research

Study that is taken from previous research is used to facilitate the collecting of data, analytical method, and data processing. The review of previous research is summarized as follow:

1. *Kun-Huang Huang, Dedy Darsono Gunawan (2015)*

Research with title “*Viral Effects of Social Network and Media on Consumer Purchase Intention*”. The variables examined are *social network and media*, and *purchase intention*. This study uses data from electronic surveys that users receive through SNM (Social Network and Media) sites, emails, and internet forums. The research uses a translated version of the questionnaire from previous studies to distribute in Indonesia. The Indonesian version has minor modifications and different item sequence; this version introduces eWOM and viral marketing on SNM sites to refine the wording and increase sample understandability. Questionnaire is given to 200 respondents, 118 of which give valid responses.

2. *Kiagus Muhammad Amran (2015)*

Research with title “*Role of Brand Preference and Word of Mouth as mediation Influence of Brand Equity to Purchase Intentions*”. The

variables examined are *Brand Equity*, *Word of Mouth*, *Brand Preference*, and *Purchase Intention*. This study aims to examine and explain causal relationship between brand equity and purchase intention through word of mouth and brand preference. The information obtained regarding the clarity of the relationship between variables is built on a model based on the concept The relevant equation so this study is classified as an explanatory study.

3. William Y. C. Wang, David J. Paulenn, and Tingting Zhang (2015)

Research with title "*How social media applications affect B2B communication and improve business performance in SMEs*". The variables examined are *capabilities of social media apps*, *communication performance*, and *SME's business performance in B2B context*. The objective of this research is to better understanding about how SMA affect SME business performance in the B2B context through improved communication performance. As this is a study trying to extend the boundary of the existing theory in a new context, this study use qualitative approach, specifically interviews with key employees to develop rich field data on how SMA are being used by SME's and to what effect.

4. Young Sang Cho, Hye-Su Rha, and Steve Burt (2015)

Research with title "*The Impact of Customer Awareness of Manufacturer Name Disclosure on Retail Brand Attitudes and Loyalty in Korea*". The variables examined are *awareness of manufacturer's name*, *product quality perception*, *perceived risks*, *price value perception*,

behavioural characteristics, brand attitude, and brand loyalty. This research population consists of customers who have shopped for retail brand products at hypermarket/discount stores in Seoul and its suburbs. Before the field survey, the researcher pre-tested the questionnaire with 24 interviewers and based on the pre-test, the questionnaire was amended to clarify some elements of terminology. From 704 collected questionnaires, 677 were suitable for analysis.

5. *Johye Hwang, Yoo-Shik Yoon, and No-Hyeun Park (2011)*

Research with title “*Structural Effects of Cognitive and Affective Responses to Web Advertisements. Website and Brand Attitudes, and Purchase Intentions; The Case of Casual-Dining Restaurants*”. The variable examined are *cognitive response, affective response, website attitude, brand attitude, and purchase intention*. This study overall distribute 400 questionnaire to ten different restaurants (40 questionnaire per restaurant) during the dinner service period of selected business days. And the study utilized a total of 375 useful questionnaires after deleting incomplete survey questionnaire. Some result of this study is the responses to advertisements (i.e., cognitive and affective responses) positively influence website attitudes, brand attitudes, and purchase intention. The structural, informational, and emotional characteristics of a website act as direct causes of website attitudes and directly influence brand attitudes and purchase intentions.

Table 2.1
Previous Research Summary

No	Name and Title	Research Variable		Analysis Instrument	Results
		Independent Variable	Dependent Variable		
1	Dedy Darsono Gunawan, Kun-Huang Huang (2015) "Viral Effects of Social Network and Media on Consumer Purchase Intention"	<i>Argument Quality, Source Credibility, Social Integration, Social Influence, Perceived Risk</i>	<i>Attitude towards Information Usefulness, Subjective Norms, Behavioural Intentions</i>	<i>Fuzzy set/Qualitative Comparative Analysis (fsQCA)</i>	Result showed that source credibility and social influence are critical in creating attitudes toward information usefulness and subjective norms that lead to consumers' purchase intention.
2	Kiagus Muhammad Amran (2015) "Role of Brand Preference and Word of Mouth as mediation Influence of Brand Equity to Purchase Intentions"	<i>Brand Equity</i>	<i>Word of Mouth, Brand Preferences, Purchase Intentions</i>	<i>Structural Equation Model (SEM)</i>	Results confirmed that word of mouth is able to act as a mediating perfect on the effect of brand equity on purchase intentions that can make a significant contribution.
3	William Y.C. Wang, David J. Pauleen, Tinting Zhang (2015) "How Social Media Applications Affect B2B Communication and Improve Business Performance in SMEs"	<i>Capabilities of Social Media Apps</i>	<i>Communication Performance, SME's Business Performance in B2B context</i>	<i>Media Synchronicity Theory</i>	The results showed that Social Media Apps (SMA) has strong indicators of B2B communication performances and hence business performances.

Table 2.1 Previous Research Summary Extension

No	Name and Title	Research Variable		Analysis Instrument	Results
		Independent Variable	Dependent Variable		
4	Young Sang Cho, Hye-Su Rha, Steve Burt (2015) “The Impact of customer awareness of manufacturer name disclosure on retail brand attitudes and loyalty in Korea”	Awareness of Manufacturer's name	Product Quality Perception, Perceived Risk, Price-Value Perception, Behavioural Characteristics, Brand Attitude, Brand Loyalty	Confirmatory Factor Analysis (CFA), Principle Components Analysis (PCA)	The findings indicate that awareness of who (which manufacturer) supplies retail brands positively influences retail brand attitude, although the degree of influences is not high.
5	Johye Hwang, Yoo-Shik Yoon, No-Hyeun Park (2011) “Structural Effects of cognitive and affective responses to web advertisements. Website and brand attitudes, and purchase intentions; The case of casual-dining restaurants”	Cognitive Response, Affective Response	Website Attitude, Brand Attitude, Purchase Intention	Confirmatory Factor Analysis (CFA)	The formation of consumer attitudes regarding website characteristics directly influences purchases. Also well-designed websites together with online advertisements created by considering cognitive and affective characteristics should enhance customer brand attitudes as well as the long-term profitability and performance of the business.

Source: Researcher, 2016

According to the table above it can be pointed out that there is indeed some similarities with previous and current research. However, there are also some differences such as research object, research sample, research method, research result, and the implications of research result.

2.2 Social Media

2.2.1 Social Media Definition

Social media sites are sites that provide a wide range of amenities or features for its members to interact socially with each other virtually. According to Kim Stiglitz (2013:3), Social media is a wonderful and exciting world, and understanding each of the tools available to give the confidence to build a real leverage to increase sales, expand brand awareness, or establish a personal relationship with your customers. While Boyd and Ellison (2008) defines social networking sites or social media as follows:

“Social network sites are web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system.”

With social media, there are more tools than can possibly imagine and assess the tools base on the objectives and the conversations that are taking place (Solis, 2008).

2.2.2 Kinds of Social Media Sites

Some of the popular social sites in Indonesia, including:

1. Facebook

Indonesia is one country with the number of users of Facebook social media world. Number of Facebook monthly active users in the country reached the range

of 82 million people in 2015. With that amount, Indonesia was ranked fourth in the world after the United States, India, and Brazil (Yusuf: 2016).

The origins of Facebook have been in dispute since the very week a 19-year-old Mark Zuckerberg launched the site as a Harvard sophomore on February 4, 2004. Then called "thefacebook.com," the site was an instant hit. Now, six years later, the site has become one of the biggest web sites in the world, visited by 400 million people a month (Carlson: 2010).

It became Facebook.com in August 2005 after the address was purchased for \$200,000. US high schools could sign up from September 2005, then it began to spread worldwide, reaching UK universities the following month. The site's features have continued to develop during 2007. Users can now give gifts to friends, post free classified advertisements and even develop their own applications - graffiti and Scrabble are particularly popular (Philips: 2007).

Facebook allowed people to connect with each other anywhere in the world and is now vital resource for business and brands too. Also Facebook is a virtual and free way for business to promote themselves, reach potential customers, and communicate with existing clients (Stiglitz, 2013:13).

Through Facebook, users can continuously monitor status, update, or the last news of his friends joined in friendship networks. This is due to the features provided by Facebook, the News Feed which mimics the way it works RSS feeds. Once Facebook users log in, he will immediately know if there is an update or anything done by friends, good friends of the upload new photos, make new friends, change status, and others.

2. Twitter

According to Twitter itself, twitter is the place to find out about what's happening in the world right now. Twitter is a social networking service where users post and read short 140 character messages, and it called "tweet" (Stiglitz, 2013:19). Twitter inc. is based in San Fransisco and has more than 25 offices around the world.

Twitter was created in March 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams and launched in July (Carlson: 2011). Twitter is a popular microblogging platform where users share short status updates including links to webpages, photos, and articles. Twitter is a great way for smaller businesses to build a following, announce news, or promotions and respond to customer questions, or even complaints (Stiglitz, 2013:20).

According to a 2012 poll by the Pew Internet and American Life Project, 15 percent of Americans who use the Internet are on Twitter, and eight percent tweet daily. Additionally, those in urban and suburban areas are more likely to use Twitter than their rural counterparts. Twitter users in Indonesia in 2015 reach 50 million users. As of March 21, 2016, Twitter is even entering the age of 10. This social media globally has about 332 million monthly users, with 500 million tweets sent every day and 200 billion tweets a year. And in the same year there were at least 4.1 million tweets originating from Indonesia. 77 percent of Twitter users in Indonesia are active every day. Of the 77 percent, 54 percent of them do 2 tweets every day (Maulana: 2016).

3. Instagram

Instagram is an online mobile photo-sharing, video-sharing, and social networking service that enables its users to take pictures and videos, and share them either publicly or privately on the app, as well as through a variety of other social networking platforms, such as Facebook, Twitter, Tumblr, and Flickr (Frommer:2010).

Photo and video sharing application Instagram new record figures in terms of its use. Facebook-owned service is now used by 500 million users per month. Furthermore, Instagram revealed that 500 million users, it consists of 80 percent of users are from outside the United States. Meanwhile, in a press release received CNNIndonesia.com, Instagram itself has 22 million monthly active users in Indonesia. The figure is believed to be increasing.

Instagram service expansion into the global sphere in a short time later judged to have beat the microblogging social network Twitter that since a few months ago stagnating growth in the number of users to 300 million users. Facebook acquired Instagram in 2012 and worth US \$ 1 billion. Instagram has since grown into one of the most popular social media applications in the world. Instagram also contribute to revenues up significantly. Research institute eMarketer predicts Facebook will then generate US \$ 1.5 billion of advertising revenue in the year 2016 (Fajrina, 2016)

2.3 Marketing

2.3.1 Marketing Definition

Marketing is the main foundation in business and society. The ability to recognize the needs and desires of consumers and combine it with market conditions is a key activity for a company to be able to maintain the viability of the company to remain in existence. Marketing is not like any other business function. In this case, marketing deals with customers. Although a detailed explanation on the definitions marketing will be further discussed, perhaps the simplest definition of marketing is: *Marketing is managing profitable customer relationship*. The twofold goal of marketing is to attract new customers by promising superior value and keep and grow current customers by delivering satisfaction (Kotler and Armstrong, 2012: 4).

American Marketing Association (AMA) in Ferrel and Hartline (2008:7), recently changed the definition of marketing after 20 years from 1985 to 2005. In 1985 AMA define marketing as the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives. And in 2005 AMA changed the definition of marketing to better reflect the realities of competing in today's marketplace:

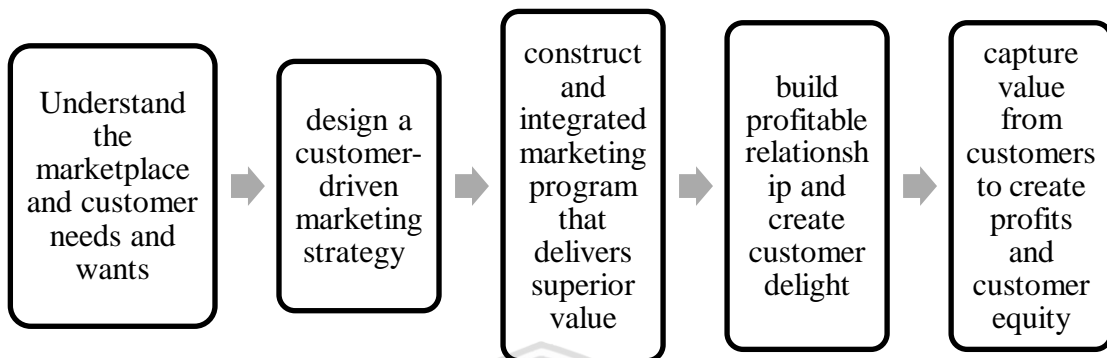
"Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customer and for managing customer relationships in ways that benefit the organization and stakeholders."

According to Kotler and Armstrong (2012:5), marketing is social and managerial process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. In a narrower business context, marketing involves building profitable, value-laden exchanges relationships with customers. Hence, we define marketing as the process by which companies create value for customers and build strong customer relationship in order to capture value from customers in return.

Based on definitions above we can conclude that marketing is a set of processes to build strong relationships with customers by delivering value and obtaining value in return in ways that would benefit an organisation and its stakeholders.

2.3.2 Marketing Process

Kotler and Armstrong (2012:5) explain about five-step model of marketing process. In the first four steps, companies work to understand consumers, create customer value, and build strong customer relationships. In the final step, companies reap the rewards of creating superior customer value. By creating value for consumers, they in turn capture value from consumers in the form of sales, profits, and long-term customer equity.

Figure 2.1 Step of the marketing process

The important figure above shows by creating value for customers, marketers capture value from customers in return.

2.3.3 Marketing Strategy

According to Ferrel and Hartline (2008:17), marketing strategy is a plan for how the organization will use its strength and capabilities to match the needs and requirements of the market. A competitive advantage is something that the firm does better than its competitors and gives it an edge in serving customers' needs and/or maintaining mutually satisfying relationship with important stakeholders (Ferrel and Hartline (2008:16). In order to gain this advantage, a business or company must have a good strategy that will be implemented in their market segment. To be successful a marketer must see the marketing function in order to develop a well-planned marketing strategy.

The strategic plan defines the company's overall mission and objectives. Marketing's role is to summarize the major activities involved in managing a customer-driven marketing strategy. However, making a decision in order to fulfill

consumer desire is not easy. Marketing manager must take major decision such as the price that should be offered, what design or features to the product, where the product or services take place. All these decision must be considered, because, marketing strategy is the marketing logic by which the company or business expects to create customer value and achieve profitable relationship (Kotler and Armstrong 2012:48).

2.4 Attitude

2.4.1 Definition of Attitude

Attitudes usually play a major role in shaping behaviour. In deciding which brands to buy, or which store to subscribe, consumers typically choose the brand or shop at the most profitable evaluation. According to Schiffman and Kanuk (2007:232) attitude is a learned predisposition to behave in a consistently favourable or unfavourable way with respect to a given object. There is general agreement that attitudes are learned, it means that attitudes relevant to purchase behaviour are formed as a result of direct experience with the product, word-of-mouth information acquired from others, or exposure to mass-media advertising, the internet, and various form of direct marketing.

According to Kotler and Armstrong (2012:150), Attitude describes a person's relatively consistent evaluations, feelings, and tendencies toward an object or idea. Attitudes put people into a frame of mind of liking or disliking things, of moving toward or away from them. Attitudes are difficult to change. A person's attitudes fit into a pattern; changing one attitude may require difficult adjustments in many others.

Thus, a company should usually try to fit its products into existing attitudes rather than attempt to change attitudes.

From some definition about attitude, it can be said that attitude is an overall evaluation before making a decision. According to Schiffman and Kanuk (2007:235), attitudes consist of three major components:

1. Cognitive component is the knowledge and perceptions that are acquired by a combination of direct experience with the attitude object and related information from various sources.
2. Affective component is a consumer's emotions or feelings about a particular product or brand. The emotions and feelings are frequently treated by consumer researchers as primarily evaluative in nature.
3. Conative component is concerned with the likelihood or tendency that an individual will undertake a specific action or behave in a particular way with regard to the attitude object.

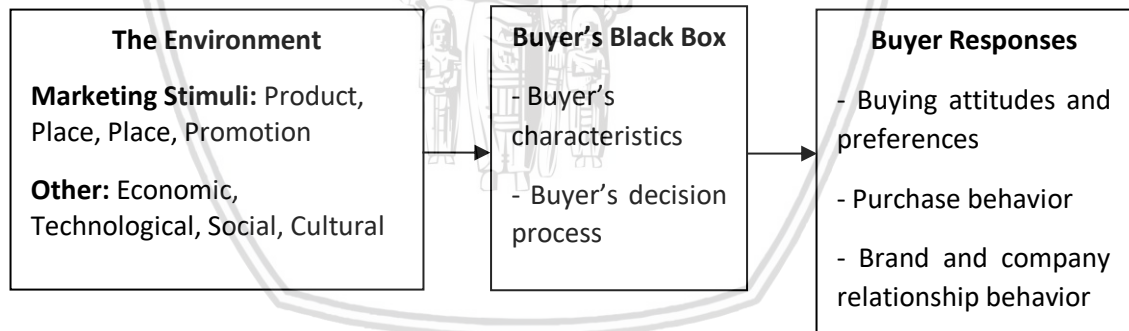
2.5 Consumer Behavior

According to Schiffman and Kanuk (2007:3) consumer behavior defined as the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. Consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. Consumers make many buying decisions every day, and the buying decision is the focal point of

the marketer's effort. Often, consumers themselves not exactly understand what influences their purchases.

According to Kotler and Armstrong (2012:134), to understand how consumers respond to various marketing efforts that company use the starting point is stimulus-response of buyer behavior. Marketing stimuli consist of the four Ps: product, price, place, and promotion. Other stimuli include major forces and events in the buyer's environment: economic, technological, political, and cultural. All these inputs enter the buyer's black box, where they are turned into a set of buyer responses: the buyer's brand and company relationship behavior and what he or she buys, when, where, and how often.

Figure 2.2 Model of Buyer Behavior



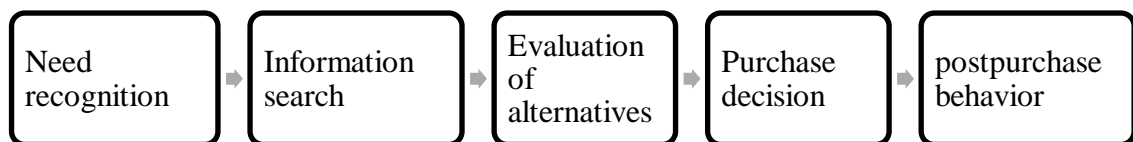
Source: Kotler and Armstrong (2012:135)

Base on figure above Marketers want to understand how the stimuli are changed into responses inside the consumer's black box, which has two parts. First, the buyer's characteristics influence how he or she perceives and reacts to the stimuli. Second, the buyer's decision process itself affects his or her behavior.

2.5.1 Purchase Intention

The immediate determinant of whether consumers will engage in a particular behavior is their *intention* to engage in that behavior (Peter and Olson 2010:145). According to Peter and Olson (2010:150) predicting consumers' future behaviors, especially their purchase behavior is a critical aspect of forecasting and marketing planning. According to the theory of reasoned action (Peter and Olson 2010:150), predicting consumers' purchase behaviors is a matter of measuring their intentions to buy just before they make a purchase and to accurately predict behaviors, marketers should measure consumers' intentions at the same level of abstraction and specificity as the action, target, and time components of the behavior. Measures of purchase intentions are often the best way to predict future purchase behavior. In addition, in the Purchase decision process, between evaluation stage and purchase decision, the consumer forms preference among the brands in the choice set. The consumer may also form an intention to buy the most preferred brand. This is often called purchase intention (Kotler and Armstrong 2012:154).

Figure 2.3: Steps of Purchase Decision Process



Source: Kotler and Armstrong (2012:152)

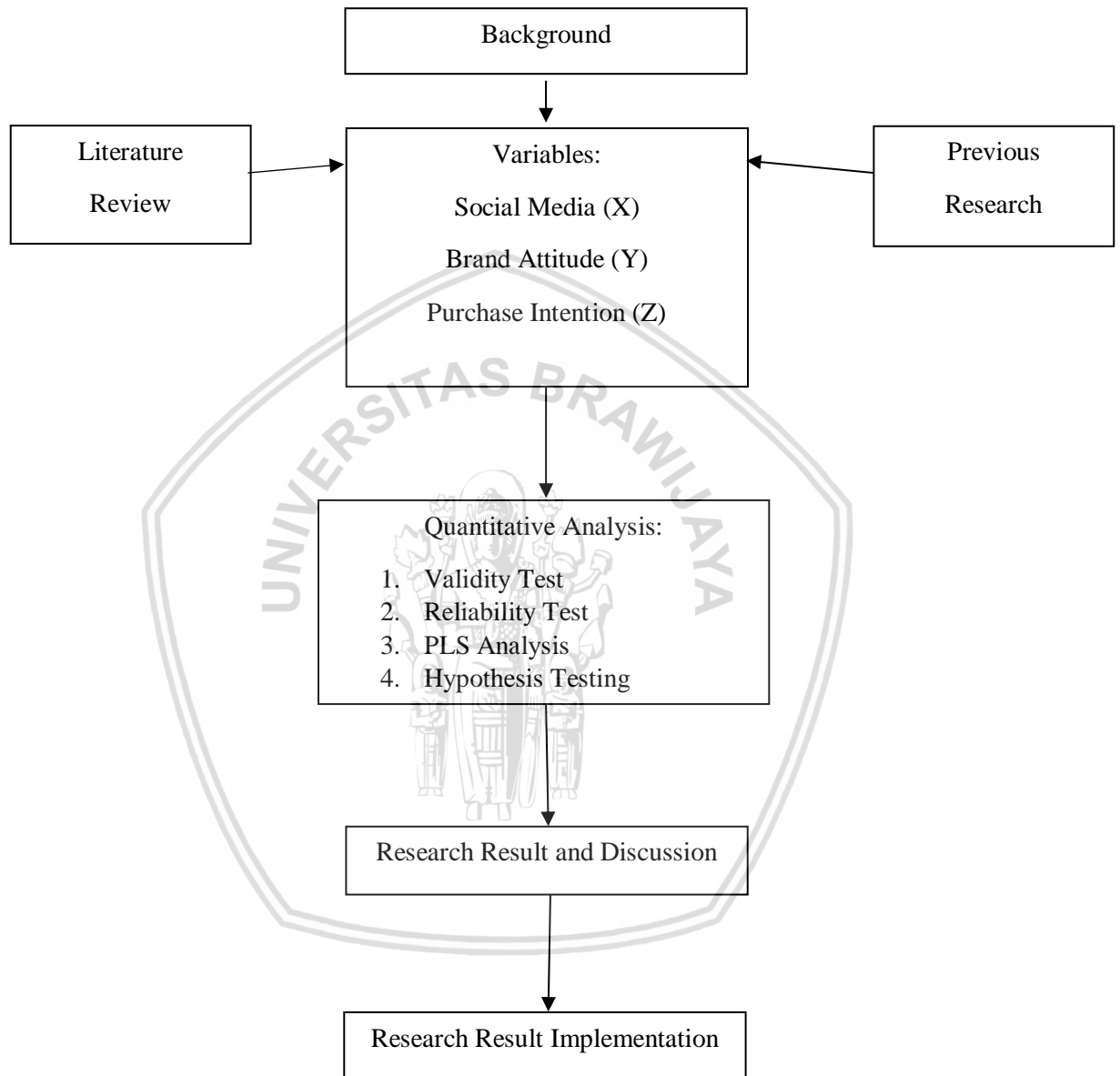
After the consumer evaluates each alternatives in the evoked set, he or she forms an intention to purchase a particular product or brand (Ferrel and Hartline 2008:155). Moreover, a purchase intention and the actual act of buying are different concept. Every customer may have an intention to buy a product and they also influenced by unexpected situational factors. The consumer may form a purchase intention based on factors such as expected family income, expected price and expected benefits from the product.

Purchase intention occurs when consumer forms a positive intention to buy and it becomes a commitment that the brand is positive and good. This may encourage consumer to make actual buying decision (Schiffman, Kanuk 2007:238)

2.6 Conceptual Framework

According to Sekaran (2003:29) conceptual framework is a developed, described, and explained network of associations among variables of interest to the research study. While according to Maholtra and Birks (2006:58) research design is a framework or blueprint for conducting the marketing research project. It specifies the details of the procedures necessary for obtaining the information needed to structure or solve marketing research problems.

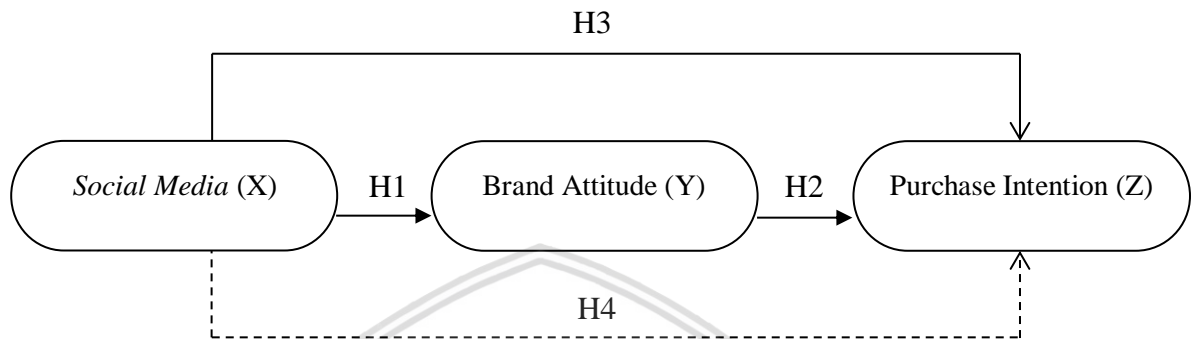
Figure 2.4
Conceptual Framework



Source: Researcher, 2016

2.7 Hypothesis Model

Figure 2.5
Hypothesis Model



Source: Researcher, 2016

2.8 Research Hypothesis

The hypothesis is a temporary answer to the formulation of problems. It is temporary because the answer given is still based on relevant theory not based on empirical data that is acquired through data collection (Sekaran, 2003:103). Based on problems collected above, therefore, the hypothesis of this research are:

- H1 *Social Media* has a direct and significant influence towards *Brand Attitude* of Malang Strudel.
- H2 *Brand Attitude* has a direct and significant influence towards *Purchase Intention* of Malang Strudel.
- H3 *Social Media* has a direct and significant influence towards *Purchase Intention* of Malang Strudel.
- H4 There is indirect effect of *Social Media* that influence *Purchase Intention* through *Brand Attitude*.

CHAPTER III

RESEARCH METHOD

The purpose of research method is guiding process of data collection until data analysis. It is intended to provide a clear direction in the discussion. Furthermore, in order to provide the necessary direction, it takes the following components.

3.1 Type of Research

Based on the explanation related to the research problems and objectives which are previously mentioned, this research uses quantitative approach. The type of this research is an explanatory research with survey technique. The term explanatory research implies that the research questions are intended to explain, rather than simply to describe the phenomena studied and traditionally, the research is denoted by the term explanatory research has been quantitative in nature and has typically tested prior hypotheses by measuring relationships among variables (Maxwell *et al.* 2008).

This research was conducted by taking a sample of the population and the questionnaire as a tool to measure the primary data collection, and describes the relationship between variables. The method used in this study is a survey method. This method is the application of standardization in asking questions. This research did data collecting by asking questions which is structured, verbal and written, or

via a computer and the internet. The question is set out in a formal questionnaire, than asked directly by a certain order to the respondent.

3.2 Research Location

Research location is the source of data considered as population, so it could be taken as a research subject. Research location is also a reflection of the real condition of the object which is very useful to obtain additional data related with the research. The location of this research is conducted in Malang city. The reason for choosing Malang as research location is because the research object is only available in Malang.

3.3 Population and Sample

This study uses a survey approach. Due that reason, population and sampling are needed to restrict the research object or subject. Population and sample of this study can be explained below.

3.3.1 Population

According Sekaran (2003:265) definition of the population refers to the entire group, events or things of interest that the researchers wish to investigate. The object or subject that has certain qualities and characteristics which has been identified by the researchers to be studied and then drawn conclusions. The population of this study is all potential customers of Malang Strudel in Brawijaya University Malang.

3.3.2 Sample

According to Sekaran (2003:266), sample is a subset of the population which comprises some members selected from it. If the population is large, and researcher could not learn all within population, for example due to lack of fund, time, and energy, researcher can use the sample which is taken from the population. In determining the amount of sample's member, according to the opinion stated by Roscoe (1975) in Sekaran (2003:295) who determined the rule of sample measurement as follows:

1. Sample amount is more than 30 and less than 500 is appropriate for many researches.
2. Sample is divided into sub-sample like male and female, minimum amount of sample is 30 which are appropriate.
3. In multivariate analysis, the sample amount is ought to be several times (10 times more preferable or more) larger than the amount of variables within the study.
4. For a simple experimental research with a tight experiment control (match, pairs, and others), a successful research is might be with little sample amount between 10 and 20.

This study examined 3 different variables (*Social Media*, *Brand Attitude*, and *Purchase Intention*). According to Roscoe's opinion above, the minimum sample of this research is 30 respondents ($3 \times 10 = 30$). The researcher has decided that the sample size which is taken (10 times or more) 120 respondents from 40×3 (total variables).

Moreover, this amount of respondents has been appropriate within the proper rule of sample amount as stated by Roscoe that the proper rule of sample amount is between 30 and 500.

3.4 Sampling Technique

In this research, the sampling technique used is the non-probability sampling with purposive approach. In non-probability sampling designs, the elements in the population do not have any probabilities attached to their being chosen as sample subjects (Sekaran 2003:276). Sample in non-probability technique cannot be confidently generalized to the population. Purposive sampling has been taken as the parameter of this research because it will be more valid to get information from specific target groups. According to Sekaran (2003:277), purposive sampling is confined to specific types of people who can provide the desired information, either because they are the only ones who have it, or conform to some criteria set by the researcher. Sampling consideration used in this research are:

1. Respondent over 17 years old.
2. Every people who have social media account.
3. Respondents who known about Malang Strudel.

3.5 Source of Data

To finish this research, a complete and accurate data is absolutely required to support it. There are two types of data which is used in this research, primary data and secondary data:

1. Primary Data

According to Sekaran (2003:219), primary data refers to information obtained firsthand by the researcher on the variables of interest for the specific purpose of study.

2. Secondary Data

According to Sekaran (2003:219), secondary data refer to information gathered from sources that already existing.

3.6 Data Collection Technique

Data collection technique is used to collect data from the sources. The data that have been collected are gathered for purposes of analyzing, testing hypotheses, and answering research question (Sekaran, 2003:219). Data collection technique or how to obtain information and data from various sources is conducted by:

1. Questionnaire

According to Maholtra and Birks (2006:224) survey techniques are based on the use of structured questionnaires given to a sample of a population. For example, a possible application of survey research in a business context might include the activity of analyzing how effective mass media is in helping the company to form and shift public opinion. Questionnaire is a structured technique for data collection consisting of a series of questions as measuring instruments to obtain information from the respondents (Maholtra and Birks, 2006:326). Moreover, questionnaire can be a list of open statements, if the answer is not predetermined, whereas if alternatives are closed and the answer has been provided.

a) Personally administered questionnaire

The questionnaire administered by the researcher in the field. The main advantage of this research is any doubts that the respondent might have on any question could be clarified on the spot. The researcher is also afforded the opportunity to introduce the research topic and motivate respondents to offer their frank answers (Sekaran, 2003:236)

b) Mail Questionnaire

Mail or web questionnaire is a questionnaire that is distributed through electronic mail or web link and send in to the respondent. The advantages using this technique is it covers wide geographical area in the survey and it is easy because respondent can fill the questionnaire at their homes at a certain pace (Sekaran, 2003:237).

2. Literature Study

Literature study is the search of additional data that is written in books, journals, and minor thesis.

3. Interview

One method of collecting data is to interview respondents to obtain information on the issues of interest. Interview could be unstructured or structured, and conducted either face to face or by telephone or online (Sekaran, 2003:225).

3.7 Operational Variable Definition

According to Sekaran (2003:176) operational is defined as a concept to render it measurable, is done by looking at the behavioral dimensions, facets, or properties denoted by the concept, these are then translated into observable and measurable elements to develop an index of measurement of the concept. This research is intended to clarify the concept that has been there and can limit a research to make a research clear. The operational variables used in this research are *Social Media*, *Brand Attitude*, and *Purchase Intention*.

Table 3.1
Variable and Research Item

Variable	Item	Source
<i>Social Media</i> (X)	X ₁ : I am satisfied with received information of other customers about this company (brand) in social media.	Mehdi et al, 2014
	X ₂ : Information received from other customers in social media has met my expectations.	
	X ₃ : Compared to other received information from other sources, the received information in social media about this company (brand) is acceptable.	
	X ₄ : This company (brand) social media enable information-sharing with others. X ₅ : It is easy to provide my opinion through this company (brand) social media	Bruno et al, 2016

Brand Attitude (Y)	Y ₁ : This company (brand) is pleasant. Y ₂ : This company (brand) is famous and credible. Y ₃ : This company (brand) has positive attributes.	Mehdi et al, 2014
	Y ₄ : This company (brand) has good impression.	Johye et al, 2011
Purchase Intention (Z)	Z ₁ : I would buy this product/brand rather than any other brand available. Z ₂ : I willing to recommend other to buy this product/brand. Z ₃ : I intend to purchase this product/brand in the future.	Mehdi et al, 2014
	Z ₄ : I will purchase if it is necessary. Z ₅ : I will buy the product what I want to buy.	Johye et al, 2011

Source: Researcher, 2016

3.8 Measurement Scale

Data analysis involves the identification and measurement of variation in a set of variables, either among themselves or between a dependent variable and one or more independent variables (Hair *et al.* 2009:6). The measurement scale used in this research is Likert scale. According to Maholtra and Birks (2006:304), Likert scale is a measurement scale with five response categories ranging from 'strongly disagree' to 'strongly agree' that require respondents to indicate a degree of agreement or disagreement with each of a series of statements related to the stimulus objects. The

data will be collected through a questionnaire, and then processed into quantitative form by setting answer scores of questions that have been answered by the respondent, where scoring is based on the provisions.

Table 3.2 Likert Scale

Strongly Disagree	Disagree	Neither Agree or Disagree (Neutral)	Agree	Strongly Agree
1	2	3	4	5

Source : Sekaran (2003:197)

3.9 Validity and Reliability Test

3.9.1 Validity Test

According to Hair *et al.* (2009:8), validity is a degree to which a measure accurately represents what is supported to. Ensuring validity starts with a throughout understanding of what is to be measured and then making the measurement as “correct” and accurate as possible. Content validity can be made by comparing the contents of the draft with the instruments that have been set. A questionnaire is declared valid if each point of questions on a questionnaire is able to reveal something that will be measured by the questionnaire.

3.9.2 Reliability Test

For the reliability test, the researcher uses a Cronbach Alpha method. According to Hair *et al.* (2009:9), if validity is assured, a research still must consider

a reliability of the measurements, in other hand, reliability itself is a degree to which the observed variable measures the “true” value and is “error free”, thus, it is an opposite of measurement error. According to Maholtra and Birks (2006:314), an instrument could be said reliable if the Cronbach Alpha score is greater than $> 0,6$. Cronbach Alpha itself is a measure of internal consistency reliability that is the average of all possible split-half coefficients resulting from different splitting of the scale items.

3.10 Data Analysis Method

Webster dictionary (Sekaran, 2006) provides the meaning of data analysis: “a separating or breaking up of any whole in to its part especially with an examination of this part to find out their nature, proportion, function, interrelationship, etc.” This study uses Partial Least Square (PLS) analysis because: it fits both explanatory and confirmatory research, place less restriction on the data distribution, and requires smaller sample sizes. That is the reason why PLS model may be selected over OLS regression models or structural equation modeling (Geffen et al, 2000).

PLS model is developed as an alternative to situation where the basic theory in weak design model and or the available of indicators do not meet the reflective measurement models. PLS is an analytical method which is quite good because it can be applied to all scale of data, does not require a lot of assumptions, and sample size should not necessarily large (Ghozali, 2006). PLS can be used as a confirmation of

the theory and also to build a relationship that does not exist the theory basis or for testing propositions.

3.10.1 PLS Analysis

3.10.1.1 Inner Model (Structural Model)

Inner models describing the relationship between latent variables based on substantive theory. Latent variables are divided into two classes, exogenous and endogenous. Exogenous latent variable does not have any predecessor in the structural model; all others are endogenous. In evaluation of reflective inner model, it uses *R-Square* for dependent construct, *Goodness of Fit*, *t test*, and also the significance of the path coefficients of structural parameters.

3.10.1.2 Outer Model (Measurement Model)

The measurement model or outer model relates to observe the specification of relationship between latent variable with their indicators. Or it can be said that the outer model defines how each indicator relates to its latent variable. There are three criteria in using data analysis techniques with PLS to assess the outer model of Convergent Validity, Discriminant Validity and Composite Reliability. Convergent validity of the measurement model with reflexive indicator is judged by correlation between item score / component score estimated with PLS.

CHAPTER IV

RESEARCH RESULT AND DISCUSSION

4.1 Description of Research Object

The object of this research is Malang Strudel, a food-souvenir company in Malang. In a general, the object of this study will be explained in more detail regarding the background of the company's profile and complete explanation which is presented as follow:

4.1.1 History of Malang Strudel

Strudel is a layered cake, made from pastry and filled with various fruits. This cake is a popular food in the Hasburg Empire (1278 - 1780) in Austria. The beginning of this food is thought to be found by the Greeks and Turks known as Backlava. In Europe, the famous Strudel and favorites are those containing apples. In Germany it is often called the apple strudel.

When one of the owners of Malang Strudel, Teuku Wisnu strolled to Europe a few years ago, both are very fond of Strudel until elected this cake for souvenirs family and friends in Indonesia. Friends and family-was also much to love this cake.

Several years later, since Wisnu often came to Malang, he thought that it might be suitable to create a typical Strudel Malang, because Malang is also famous as a producer of quality apples. The original Austrian strudel is modified to suit local taste through a professional chef. Until there are several variants

strudel typical of Malang are sold in the first outlet Malang Strudel on Jl Ardimulyo no 14 Singosari, Malang this. Since opening December 20, 2014, many positive comments about the delicious taste of Malang.

4.1.2 Company Symbol/Logo

Below is the symbol/logo of Malang Strudel:

Figure 4.1 Malang Strudel Company Logos



Sources: Secondary Data, Malang Strudel (2017)

4.1.3 Location and Contact/Social Media of Malang Strudel

Since the establishment of Malang Strudel in 2014 until now, Malang Strudel already has 6 outlets spread in Malang area, among others:

- Outlet 1: Jl. Raya Ardimulyo No. 14, Ardimulyo, Singosari, Malang, East Java, 65153
- Outlet 2: Jl. Soekarno Hatta, Mojolangu, Lowokwaru, Malang City, East Java, 65142

- Outlet 3: Jl. W.R. Supratman No. 15, Rampal Celaket, Klojen, Malang City, East Java, 65111
- Outlet 4: Jl. Diponegoro No. 171, Batu, Batu City, East Java, 65314
- Outlet 5: Jl. Komodor Udara Abdul Rahman Saleh, Pakis, Bunut Wetan, Pakis, Malang, East Java, 65154
- Outlet 6: Jl. Semeru No. 47, Oro-oro Dowo, Klojen, Malang City, East Java, 65115

With many outlets Malang Strudel scattered in the area of Malang, it is easier for customers to buy products Malang Strudel in the nearest outlet.

- a. Phone : (0341) 441144
- b. Facebook : <https://www.facebook.com/strudelmalang/>
- c. Instagram : <https://www.instagram.com/strudelmalang/>
- d. Twitter : <https://twitter.com/strudelmalang>
- e. YouTube : <https://www.youtube.com/malangstrudeloleh2>

4.2. Respondent Characteristic

From the results of questionnaires distribution to students which consist of 120 respondents, it can be obtained a description of the characteristics of respondents based on the age of respondents and gender of respondents. Presented characteristics of respondents are as follows:

4.2.1. Characteristic of Respondent by Age

The result of data tabulation of respondents by age is presented in table 4.1 as follow:

Table 4.1
Characteristic of Respondent by Age

No.	Age	Total Respondent	Percentage (%)
1	16 - 20 years old.	43	35.83
2	21 - 25 years old.	66	55
3	>26 years old.	11	9.17
Total		120	100

Source: Primary data processed, 2017

Based on table 4.1 above, it can be seen that the respondents aged between 16 to 20 years old have a total of 43 or 35.83%, aged between 21 to 25 years old have a total of 66 or 55%, aged between 26 to 30 years old have a total of 11 or 9.17% . In this situation, it can be assumed that students with age ranges between 21-25 years old are more likely to buy Malang Strudel than students with other age ranges.

4.2.2. Characteristic of Respondent by Gender

The result of data tabulation of respondents by gender is presented in table 4.2 as follow:

Table 4.2
Characteristic of Respondent by Gender

No.	Gender	Total Respondent	Percentage (%)
1	Male	48	35
2	Female	72	65
	Total	120	100

Source: Primary data processed, 2017

Based on table 4.2 above, it can be seen that male respondents have a total of 42 respondents or 35%, while women have a total of 78 respondents or 65%. Based on this data, the most respondents are female with a total of 78 people or 65%.

4.2.3. Charateristic of Respondent Based on Social Media Usage

The result of data tabulation of respondents by social media usage is presented in table 4.3 as follow:

Table 4.3
Charateristic of Respondent Based on Social Media Usage

Social Media	Total Respondent	Percentage (%)
Facebook	8	6.67
Twitter	13	10.83
Instagram	49	40.83
Path	17	14.17
Others	33	27.5
Total	120	100

Source: Primary data processed, 2017

According to table 4.3 above, it can be seen that respondents that use Instagram have a total amount of 49 with percentage of 40.83%. Facebook came in last position with a total of 8 respondent or 6.67%, Path with total respondent of 17 or 14.17%, followed Twitter with total respondent of 13 or 10.83% be continued by Others sosial media that came in second with a total amount of 33 respondents or 27.5%. Others social media is dominated by Youtube dan Line.

4.2.4 Charateristic of Respondent Based on Monthly Earnings

The result of respondent's general description based on their monthly earnings is presented in table 4.4 as follows:

Table 4.4
Charateristic of Respondent Based on Monthly Earnings

Monthly Earnings	Total Respondent	Percentage (%)
Rp. 500,000 – Rp. 1,000,000	10	8.4
Rp. 1,000,001 – Rp. 1,500,000	19	15.8
Rp. 1,500,001 – Rp. 2,000,000	22	18.3
Rp. 2,000,001 – Rp. 2,500,000	30	25
Rp. 2,500,001 – Rp. 3,000,000	26	21.7
>Rp. 3,000,001	13	10.8
Total	120	100

Source: Primary data processed, 2017

According to table 4.4 above, it can be seen that the majority of respondent's characteristics based on their monthly earnings came from respondents with monthly

revenue between Rp. 2,000,001 – Rp. 2,500,000 with respondent's amount are 30 people with percentage of 25%. If we look through Malang Strudel price today in which more expensive than before (around Rp. 50.000 – Rp. 70.000), people who obtain an average of 2 million rupiahs each month could purchase Malang Strudel without hesitation. Different with people who obtain monthly earnings around Rp. 500.000 to Rp 1.000.000, buy malang strudel with that price quite expensive.

We can also learn from the table that the distance between each range of income is quite narrow or even same as shown on respondents with income between Rp. 2,000,001 – Rp. 2,500,000 and Rp. 2,500,001 – Rp. 3,000,000. It can be implied from the data that most respondents can buy Malang Strudel without hesitation.

4.3 Distribution of Respondent Answer

4.3.1 Distribution Answer of Social Media (X)

Social Media Variables consists of five question items that given to respondents to be answered. Respondent's answers can be seen in Table 4.5.

Tabel 4.5

Distribution Answer of Social Media (X)

Item	SA		A		N		D		SD		Total		Mean
	f	%	f	%	f	%	f	%	f	%	Total	%	
X1	55	45.83	61	50.83	2	1.67	2	1.67	0	0.00	120	100	4.41
X2	56	46.67	58	48.33	5	4.17	1	0.83	0	0.00	120	100	4.41
X3	62	51.67	54	45.00	2	1.67	2	1.67	0	0.00	120	100	4.47

X4	52	43.33	59	49.17	7	5.83	2	1.67	0	0.00	120	100	4.34
X5	53	44.17	57	47.50	7	5.83	3	2.50	0	0.00	120	100	4.33
Mean of Social Media Usage													4.39

Source: Primary data processed, 2017

In Table 4.3 it can be seen that from 120 respondents, there are 55 respondents or 45.83% who stated strongly agree about the satisfied with received information of other customers about Malang Strudel in social media which states agree as much as 61 respondents or 50.83% , which states doubts as much as 2 respondents or 1.67%, which states disagree as much as 11 respondents or 6.88%, and who states strongly disagree as much as 1 respondent or 0.63%.

For the second item that is Information received from other customers in social media has met my expectations it can be seen that respondents who stated strongly agree as many as 56 respondents or 46.67%, which states agreed as much as 58 respondents or 48.33%, who expressed doubt as many as 5 respondents or 4.17%, which states disagree as much as 2 respondents or 1.67%, and who states strongly disagree as much as 0 respondents or 0%.

For the third item that is Compared to other received information from other sources, the received information in social media about Malang Strudel is acceptable it can be seen that the respondents who stated strongly agree as much as 62 respondents or 51.67%, which agreed as many as 54 respondents or 45%, who expressed doubts as much as 2 respondents or 1.67%, which states disagree as much

as 2 respondents or 1.67%, and who states strongly disagree as much as 0 respondents or 0%.

For the fourth item is Malang Strudel social media enable information-sharing with others it can be seen that the respondents who stated strongly agree as many as 52 respondents or 43.33%, which states agree as much as 59 respondents or 49.17%, who expressed doubt - doubt as many as 7 respondents or 5.83%, which states disagree as much as 2 respondents or 1.67%, and who states strongly disagree as much as 0 respondents or 0%.

For the fifth item that is easy to provide my opinion through Malang Strudel social media can be known that the respondents who agree strongly as much as 53 respondents or 44.17%, which states agree as many as 57 respondents or 47.50%, which states hesitate as much as 7 respondents or 5.83%, which states disagree as much as 3 respondents or 2.5%, and who states strongly disagree as much as 0 respondents or 0%.

4.3.2 Distribution Answer of Brand Attitude (Y)

Brand Attitude Variables consist of four questions that given to the respondent to be answered. Respondents' answers can be seen in Table 4.6:

Table 4.6

Distribution Answer of Brand Attitude (Y)

Item	SA		A		N		D		SD		Total		Mean
	f	%	f	%	f	%	f	%	f	%	Total	%	
Y1	43	35.83	62	51.67	14	11.67	1	0.83	0	0.00	120	100	4.23

Y2	34	28.33	82	68.33	2	1.67	2	1.67	0	0.00	120	100	4.23
Y3	19	15.83	80	66.67	16	13.33	5	4.17	0	0.00	120	100	3.94
Y4	36	30.00	81	67.50	1	0.83	2	1.67	0	0.00	120	100	4.26
Mean of Brand Attitude													4.16

Source: Primary data processed, 2017

In Table 4.6 it can be seen that from 120 respondents, there are 43 respondents or 35.83% who stated strongly agree about Malang Strudel is pleasant, which states agree as much as 62 respondents or 51.67%, who expressed doubt as much as 14 respondents or 11.67%, which states do not agree as much as 1 respondent or 0.83%, and who states strongly disagree as much as 0 respondents or 0%.

For the second item that is Malang Strudel is famous and credible. It can be seen that the respondents stated strongly agree as many as 34 respondents or 28.33%, which states agree as many as 82 respondents or 68.33%, who expressed doubts as much as 2 respondents or 1.67%, which states disagree as much as 2 respondents or 1.67%, and who states strongly disagree as much as 0 respondents or 0%.

For the third item, Malang Strudel has positive attributes, it can be seen that the respondents stated strongly agree as many as 19 respondents or 15.83%, which agreed as many as 80 respondents or 66.67%, who expressed doubt as much as 16 respondents or 13.33 %, which states do not agree as much as 5 respondents or 4.17%, and who states strongly disagree as much as 0 respondents or 0%.

For the fourth item, Malang Strudel has good impression, it can be seen that the respondents who stated strongly agree as much as 36 respondents or 30%, which states agree as much as 81 respondents or 67.5%, who expressed doubt as much as 1 respondent or 0.83%, which states do not agree as much as 2 respondents or 1.67%, and who states strongly disagree as much as 0 respondents or 0%

4.3.3 Distribution Answer of Purchase Intention (Z)

In the Purchase Intention variable there are five question items that given to the respondent to be answered. Respondents' answers can be seen in Table 4.7:

Table 4.7

Distribution Answer of Purchase Intention (Z)

Item	SA		A		N		D		SD		Total		Mean
	f	%	f	%	f	%	f	%	f	%	Total	%	
Z1	47	39.17	60	50.00	5	4.17	8	6.67	0	0.00	120	100	4.22
Z2	55	45.83	50	41.67	6	5.00	9	7.50	0	0.00	120	100	4.26
Z3	39	32.50	77	64.17	2	1.67	2	1.67	0	0.00	120	100	4.28
Z4	58	48.33	53	44.17	7	5.83	2	1.67	0	0.00	120	100	4.39
Z5	56	46.67	58	48.33	4	3.33	2	1.67	0	0.00	120	100	4.40
Mean of Purchase Intention													4.308

Source: Primary data processed, 2017

In Table 4.7 it can be seen that from 120 respondents, there are 47 respondents or 39.17% who stated strongly agree about “I would buy this product / brand rather than any other brand available”, which states agree as much as 60 respondents or 50% - doubt as many as 5 respondents or 4.17%, which states disagree as much as 8

respondents or 6.67%, and who states strongly disagree as much as 0 respondents or 0%.

For the second item that is "I want to recommend other to buy this product / brand" can be seen that the respondents who agree strongly as much as 55 respondents or 45.83%, which states agree as many as 50 respondents or 41.67%, who expressed doubt - 6 respondents or 5%, which states do not agree as much as 9 respondents or 7.5%, and who states strongly disagree as much as 0 respondents or 0%.

For the third item that is "intend to purchase this product / brand in the future" it can be seen that the respondents who stated strongly agree as many as 39 respondents or 32.5%, which states agree as much as 77 respondents or 64.17%, who expressed doubts as much as 2 respondents or 1.67%, which states disagree as much as 2 respondents or 1.67%, and who states strongly disagree as much as 0 respondents or 0%.

For the fourth item "I will purchase if it is necessary" can be seen that the respondents who stated strongly agree as much as 58 respondents or 48.33%, which states agree as much as 53 respondents or 44.17%, who expressed doubt - 7 respondents or 5.83%, which states disagree as much as 2 respondents or 1.67%, and who states strongly disagree as 0 respondents or 0%.

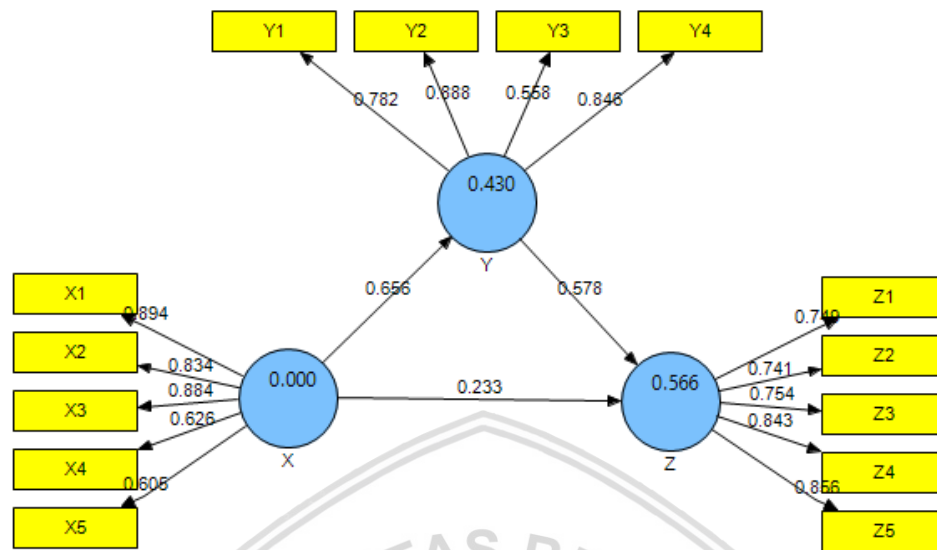
For the fifth item, "I will visit the store and buy what I want to buy it can be seen that the respondents who stated strongly agree as many as 56 respondents or 46.67%, which states agree as much as 58 respondents or 48.33%, which states doubt - as much as 4 respondents or 3.33%, which states do not agree as much as 2

respondents or 1.67%, and who states strongly disagree as much as 0 respondents or 0%.

4.4 Partial Least Square (PLS) Analysis

Data processing techniques using SEM method based on Partial Least Square (PLS). Software PLS in this study using software developed at the University of Hamburg Germany, named SMARTPLS version 2.0 M3. In the PLS there are two stages, the first stage is the outer model evaluation or measurement model. The second stage is an evaluation of the inner model or the structural model. The measurement model consists of observable indicators. The structural model consists of unobservable latent constructs. In this test we also estimated the path coefficients that identify the strength of the relationship between independent variables and dependent variables. The measurement model consists of the relationship between the observable variable items and the latent constructs as measured by the items.

4.4.1 Measurement Evaluation (Outer Model)



Source: Primary data processed, 2017

Figure 4.2

Measurement Evaluation (Outer Model)

There are three criteria in using data analysis techniques with SmartPLS to assess the outer model of Convergent Validity, Discriminant Validity and Composite Reliability. Convergent validity of the measurement model with reflexive indicator is judged by correlation between item score / component score estimated with Soft PLS. Individual reflexive sizes are said to be high if they correlate more than 0.70 with measured constructs. However, according to Chin, 1998 (in Ghazali, 2006) for a preliminary study of the development of measurement scale the loading values of 0.5 to 0.6 are considered sufficient. In this research will be used the load factor limit of 0.50.

4.4.1.1 Convergent Validity

Convergent validity aims to determine the validity of each relationship between indicators with latent variables. The convergent validity of the measurement model with the reflexive indicator is judged on the correlation between the component score and the construct score calculated by the PLS.

Value loading factor above 0.7 is said to be ideal and valid. However, the loading factor value above 0.5 is also acceptable as long as the value is not below 0.5. Here is presented the results of outer loading for each of the indicators possessed by each exogenous and endogenous latent variables in 2 research models obtained from data if using SmartPLS on the next page:

Table 4.8
Outer Loadings (Mean, STDEV, t-Values)

	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STERR)
X1 <- X	0.8939	0.0224	39.8712
X2 <- X	0.834	0.0427	19.5355
X3 <- X	0.8838	0.0249	35.4658
X4 <- X	0.6258	0.126	4.967
X5 <- X	0.6049	0.0986	6.1374
Y1 <- Y	0.7817	0.0408	19.1531
Y2 <- Y	0.8876	0.0278	31.8724
Y3 <- Y	0.5578	0.0722	7.7288
Y4 <- Y	0.8457	0.0454	18.6267
Z1 <- Z	0.7489	0.0555	13.5002

Z2 <- Z	0.7407	0.0516	14.3665
Z3 <- Z	0.7541	0.0489	15.4135
Z4 <- Z	0.8435	0.0276	30.5073
Z5 <- Z	0.8564	0.0378	22.6525

Source: Primary data processed, 2017

Table 4.8 illustrates the value of the loading factor (convergent validity) of each indicator. Value factor loading >0.7 can be said to be valid, but the rule of thumbs interpretation loading factor value >0.5 can be said to be valid. From this table, it is known that all loading factor values from Social Media (X) and Brand Attitude (Y) and Purchase Intention (Z) indicators are greater than 0.60. This indicates that these indicators are valid.

4.4.1.2 Discriminant Validity

Discriminant Validity is to prove that latent constructs predict the size on their block is better than the size of the other block. Ghazali (2008) mentioned that Discriminant Validity of measurement model with reflexive indicator is assessed based on cross loading measurement with construct.

After convergen validity, subsequent evaluation is to see discriminant validity with cross loading, root square value of average variance extracted (AVE) and composite realibility. Discriminant validity of the measurement model is assessed based on the measurement of cross loading by construct. If the construct correlation with the principal measurement (each indicator) is greater than the size of the other construct, the latent construct predicts the indicator better than the other construct.

The model has good discriminant validity if each loading value of each indicator of a latent variable has the largest loading value with another loading value against other latent variables. Discriminant validity test results are obtained as follows:

Table 4.9
Cross Loading Value

	X	Y	Z
X1	0.8939	0.6375	0.5994
X2	0.834	0.4622	0.4498
X3	0.8838	0.6787	0.5905
X4	0.6258	0.3397	0.3429
X5	0.6049	0.2864	0.2962
Y1	0.4958	0.7817	0.5998
Y2	0.6514	0.8876	0.6373
Y3	0.3575	0.5578	0.3519
Y4	0.4978	0.8457	0.6396
Z1	0.4074	0.4575	0.7489
Z2	0.3511	0.4804	0.7407
Z3	0.4571	0.6024	0.7541
Z4	0.5883	0.6903	0.8435
Z5	0.5641	0.6098	0.8564

Source: Primary data processed, 2017

Based on the value of cross loading, it can be seen that all indicators that make up each of the variables in this study (the value in bold) has met the discriminant

validity because it has the largest outer loading value for the variables it is formed and not on other variables. Thus all indicators in each variable in this study have met the discriminant validity.

4.4.1.3 Composite Reliability

Evaluation of the measurement model with square root of average variance extracted is comparing the AVE root value with correlation between constructs. If the AVE root value is higher than the correlation value between the constructs, then good discriminant validity is achieved. In addition, AVE values greater than 0.5 are strongly recommended.

The next test to analyze the outer model is to look at the construct reliability of the latent variable measured by two criteria, namely composite reliability and cronbach alpha from the indicator block measuring the construct. The construct is declared reliable if the value of composite reliability and the value of cronbach alpha above 0.70. Here's the output of composite reliability and cronbach alpha:

Table 4.10

Goodness of Fit

Variable	AVE	Composite Reliability	Cronbachs Alpha
X	0.6067	0.8825	0.835
Y	0.6063	0.8571	0.7751
Z	0.6246	0.8923	0.8505

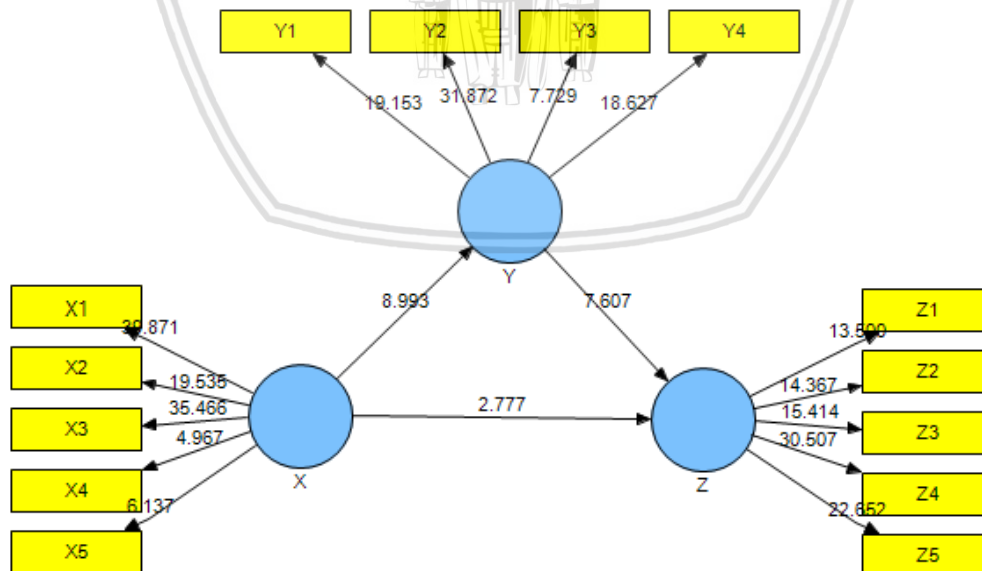
Source: Primary data processed, 2017

The AVE values for the three constructs above are greater than 0.5 so it can be concluded that the model measurement evaluation has a good discriminant validity.

In addition to the construct validity test, construct reliability test is also measured by the criteria test composite reliability and cronbach alpha from the indicator block measuring the construct. The construct is declared reliable if the value of composite reliability and cronbach alpha is above 0.70. So it can be concluded that the construct has good reliability.

4.4.2 Structural Evaluation (Inner Model)

Inner model or structural model testing is done to see the relationship between construct significance value and R-square of research model. The structural model is evaluated by using R-square for the t test dependent construct as well as the significance of the structural path parameter coefficients.



Source: Primary data processed, 2017

Figure 4.3**Structural Evalution (Inner Model)****4.4.2.1 R-Square (R^2)**

Tests on the structural model is done by looking at the R-square value which is a goodness-fit test model.

Table 4.11**R-Square Value**

Variabel	R Square
Y	0.430
Z	0.566

Source: Primary data processed, 2017

In principle, this research uses 2 variables influenced by other variables that is Brand Attitude (Y) variable influenced by Social Media (X) variable. Similarly, the Purchase Intention (Z) variable is influenced by Social Media (X) and Brand Attitude (Y) variables.

Table 4.11 shows the value of R-square for Brand Attitude variables obtained for 0.430. The value of R-square shows that 43% Brand Attitude (Y) variable can be influenced by Social Media (X) variable. while the remaining 57% is influenced by other variables outside of the studies.

Table 4.11 shows the value of R-square Purchase Intention of 0.566 indicates the variable Purchase Intention (Z) influenced by Social Media (X), and Brand Attitude (Y) of 56.6% while the remaining 43.4% by other outside of the studies.

4.4.2.2 Predictive Relevance (Q^2)

According Jaya and Sumertajaya (2008) Goodness of Fit Model is measured using R-square latent variable dependent with the same interpretation with regression. Q-Square predictive relevance for the structural model is used to measuring how well the conservation value is generated by the model and also its parameter estimation. Quantity Q^2 has a value with the range $0 < Q^2 < 1$, if it closer to 1 means the model is getting better. This is equal to the total coefficient of determination in the path analysis.

Here are the formulas and calculation results of predictive relevance:

$$Q^2 = 1 - (1 - R^2) \times (1 - R^2)$$

Explanation:

Q^2 : value of Predictive Relevance

R_1^2 : Value of R-Square of Brand Attitude

R_2^2 : Value of R-Square of Purchase Intention

Result:

$$\begin{aligned} Q^2 &= 1 - (1 - 0.3958) \times (1 - 0.5637) \\ &= 0.7364 \end{aligned}$$

From the calculation is known value of Q^2 of 0.7364, it means that the amount of data diversity from the research that can be explained by the structural model

designed is equal to 73.64%, while the remaining 26.36% is explained by other factors outside the model. Based on this result, it can be said that the structural model in this research is quite good because it is closer 1.

4.5 Research Hypothesis Testing

The significance of estimated parameters provides useful information on the relationship between research variables. In the PLS statistical test each hypothesized relationship is performed using a simulation. In this case the bootstrap method is performed on the sample. Testing with bootstrap is also intended to minimize the problem of research data abnormalities. The test results with bootstrapping from PLS analysis are as follows:

Table 4.12
Path Coefficient (Mean, STDEV, T-Values)

Independent Variable	Original Sample (O)	Standard Deviation (STDEV)	T Values (O/STERR)
X -> Y	0.6557	0.0729	8.9932
X -> Z	0.2333	0.084	2.7772
Y -> Z	0.5784	0.076	7.6065

Source: Primary data processed, 2017

The obtained structural equation:

$$Y = 0,6557 X$$

$$Z = 0,2333 X + 0,5784 Y$$

The significance of estimated parameters provides useful information on the relationship between research variables. The basis used in testing the hypothesis is the value contained in the output of result for inner weight. Hypothesis testing can be done by comparing t-statistics with t-table, t-table can be obtained from 120 respondents who finally got t-table of 1,960.

a. Hypothesis 1

H1 : Social Media has a direct and significant positive effect on Brand Attitude.

Social Media variable value to Brand Attitude with path coefficient of 0,6557 and t statistic equal to 8,9932 value is bigger than t table (1,960) or $p \leq 0,05\%$. From the above results show that H0 is rejected and H1 accepted this means the first hypothesis is accepted.

b. Hypothesis 2

H2 : Social Media has a direct and significant positive effect on Purchase Intention.

Social Media variable value to Purchase Intention with path coefficient equal to 0,2333 and t statistic equal to 2,7772 that value bigger than t table (1,960) or $p \leq 0,05\%$. From the above results show that H0 is rejected and H1 accepted this means the second hypothesis is accepted.

c. Hypothesis 3

H3 : Brand Attitude has a direct and significant positive effect on Purchase Intention.

Brand Attitude variable value to Purchase Intention with path coefficient of 0,5784 and t statistic equal to 7,6065 that value bigger than t table (1,960) or $p \leq 0,05\%$. From the above results show that H0 is rejected and H1 accepted this means the third hypothesis is accepted.

4.5.1 Indirect Effect

In indirect relationship between Social Media with Purchase Intention there are variable Brand Attitude as intervening variable. The research hypothesis tested as follows:

H4 : Social media has indirect effect on Purchase Intention through Brand Attitude.

The calculation of the effect of Brand Attitude as intervening variable is as follows:

Structural Equations:

$$Z = PYX + (PYX \times PYZ)$$

Direct Effect Social Media on Purchase Intention is 0,2333

$$\begin{aligned} \text{Indirect Effect (IE)} &= PYX \times PYZ \\ &= 0,6557 \times 0,5784 \\ &= 0,379 \end{aligned}$$

$$\begin{aligned} \text{Total Efect (TE)} &= PZX + (PYX \times PYZ) \\ &= 0,233 + 0,379 \end{aligned}$$

$$= 0,612$$

From the results of the calculation shows that Brand Attitude proved as intervening variable in relationship between Social Media with Purchase Intention. This is evidenced by the results of calculations Indirect Effect 0.379 Total Effects Social Media Purchase Intention through Brand Attitude of 0.612.

Direct influence, indirect influence, and total influence of relationships among variables have been presented in a summary of the results. The summary is presented in Table 4.13.

Tabel 4.13 Indirect Effect on Variables

Variables	Direct Coefficient		Standard Error		Indirect Coefficient	se Gab	t-Value	p-Value
X, Y, Z	0.6291	0.5098	0.0573	0.0786	0.379	0.0576	5.567	0.000

Based on Table 4.13 can be obtained indirect influence as follows:

a. Hipotesis 4

H4 : Social Media has indirect effect on Purchase Intention through Brand Attitude

The result of hypothesis testing for Social Media Variable with Purchase Intention through Brand Attitude shows indirect value equal to 0,379 with t statistic value equal to 5,567. The value is greater than t table (1,960) or $p < 0.05$. This result means that Brand Attitudes have a significant

influence in mediating Social Media to Purchase Intention. The above results show that H_0 rejected this means Hypothesis 4 is accepted.

Based on an explanation of the indirect effect of Purchase Intention, it is found that Social Media has a direct influence on Purchase Intention. Besides Social Media also give indirect influence to Purchase Intention through Brand Attitude.

4.6 Discussion

The benefit of this study was to highlight any commonalities and differences in comparing the results with the previous study. The analysis result that has been conducted in this research has fulfill the requirement test of path analysis using PLS. The collected data in the form of questionnaire that was spread to respondents has been tested regarding its validity and reliability, than we can proceed to hypothesis testing using partial test.

4.6.1 The Summary of Research Result

The purpose of this study was to explore the relationship within social media on purchase intention in Malang Strudel. Thereafter, the researcher proposed that Brand Attitude will be enhanced the relationship. The researcher put Brand Attitude as intervening variable. Table 4.13 below would be described the result of research:

Table 4.13: The summary of hypothesis

Statement	Result
H1 Social Media has a direct significant positive effect on Brand Attitude	Accepted
H2 Social Media has a direct and Significant effect on Purchase Intention	Accepted
H3 Brand Attitude has a direct and significant positive effect on Purchase Intention	Accepted

4.6.2 Social Media on Brand Attitude

Based on the finding of the research, the result shows that Social Media gives positive and significant influence to Brand Attitude. Even though the value between this study and the previous research was different, but the results remain the same compared to previous study by Mehdi, *et al* (2014). According to the theory of reasoned action, positive and negative communications of user through social media of the companies can influence consumers' attitude toward a particular brand. According to Berhton, *et al* (2012) in Mehdi, *et al* (2014) social media defined as a series of technological innovations in terms of both hardware and software that facilitate inexpensive content creation, interaction, and interoperability by online users. Social media have three different primary ways from traditional communications, there are; a shift in the locus of activity from the desktop to the web (meaning greater accessibility), a shift in locus of value production from the firm to

consumer (deriving from increased interaction), and a shift in the locus of power away from the firm to consumer.

4.6.3 Social Media on Purchase Intention

In this study, the result shows that Social Media has direct and significant positive effect on Purchase Intention. In the previous research Bamini, et al (2014) stated that with the increased adoption fission of the internet, World Wide Web is becoming gradually standard advertisement platform. The Web is offering business advertisement world with more rich media tools, interactive services, and global reach. And also internet can create an online social networking that refers to the socialization activities that occur in the online environment when internet users group together to form some relationship. The emergence of these virtual communities provides platforms for online consumers to share and exchange ideas, views and product/service related information. Given some of these factors, social media can affect consumer purchase intention. Mehdi, et al (2014) stated that the company can try to encourage customer with speak each other about product/services virtually through social media such as chat room in Facebook and others.

4.6.4 Brand Attitude on Purchase Intention

Based on the result of this research, Brand Attitude gives significant effect on Purchase Intention. This already shown in previous research, it's indicated that customer attitude towards a brand has a strong effect on purchase intention as attitude is suitable determinant of purchase intention (Mehdi, et al, 2014). Brand Attitude describes the extent of consumer believes a product or service has certain attributes or

benefits, and an evaluative assessment of the beliefs about the good of a product if it has such attributes or benefits (Keller, 1993). The more positive consumer attitude towards a brand, then the behavior and intentions of consumers to buy the brand will also be more positive (Wilkie, 1994). Positive brand attitude of a consumer to a brand will allow consumers to make purchases, while the negative brand attitude will prevent consumers in making purchases (Chang, 2008). One way companies to increase people's purchasing intention to the product/services is focusing on improvement of product and services quality and providing them with fair prices to the customers in an attempt to satisfy them. Satisfied consumers would have positive attitude towards the company and they would disseminate positive comments in social media.

4.7 Managerial Implication

Managerial implications are obtained based on the theories underlying the research and the results of the research that has been obtained. The result and discussion of this research above provides some theoretical and practical implication of social media and brand attitude toward purchase intention in case of Malang Strudel.

1. Theoretical Implication

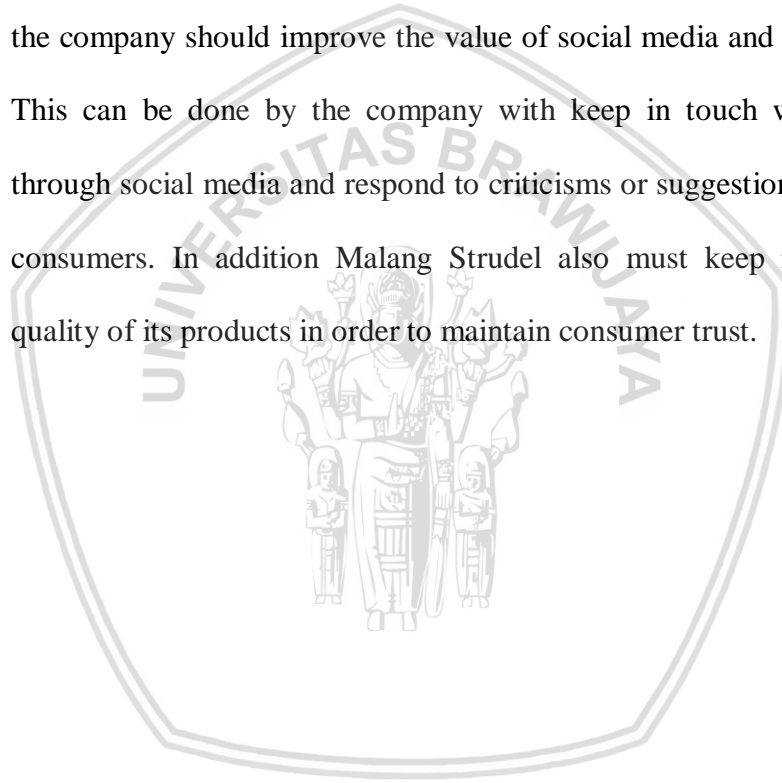
The result of this study provides benefits in the field of science that social media and brand attitude have positive influence to purchase intention.

This result aligned with previous research which explained that social media and brand attitude have positive influence toward purchase

intention which in this research the object is Students of Brawijaya University who already purchase Malang Strudel.

2. Practical Implication

Based on the result of this research, social media and brand attitude have positive influence to consumer purchase intention of Malang Strudel. In order to increase the intention of consumer to purchasing Malang Strudel, the company should improve the value of social media and brand attitude. This can be done by the company with keep in touch with consumer through social media and respond to criticisms or suggestions provided by consumers. In addition Malang Strudel also must keep improving the quality of its products in order to maintain consumer trust.



CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the problems that have been formulated, the results of analysis and testing of hypotheses that have been done in the previous chapter, then the research can be concluded that:

1. Social media has direct influence and significant effect on Brand attitude. It means positive and negative communications of consumer through social media can influence consumer attitude toward particular brand. More positive user talk about Malang Strudel through social media, the consumer attitude toward Malang Strudel will more positive.
2. The result of the research shows that social media has positive effect on purchase intention, it means that social media has significant influence toward purchase intention. It can be seen from the many branches Malang Strudel scattered around Malang in a fairly short period of time. And the number of Malang visitors bought Malang Strudel as a souvenir of his journey. With the active users in social media that gives a positive impression of Malang Strudel cause increased consumer purchase intention to buy Malang Strudel.
3. According to the result of this research more positive consumer attitude towards a brand, then the behavior and intentions of consumers to buy the brand will also be more positive. Positive brand attitude of a consumer to a

brand will allow consumers to make purchases, while the negative brand attitude will prevent consumers in making purchases. It means brand attitude have direct and significant effect to purchase intention.

5.2 Suggestion

Based on the above conclusions, can be put forward some suggestions that are expected to benefit the company and for other parties. As for the advice given as follows:

1. It is expected that the company can maintain and improve the service of Social Media, because Social Media has significant influence on Brand Attitude and Purchase Intention, it can be done by maintaining the team of Amazing Malang that markets Malang Strudel products by way of exploring the tourism of Malang city. Along with maintaining good communication with buyers in social media by receiving criticism and suggestions submitted, so that it will increase the Purchase Intention value.
2. Customers should be more courageous in delivering criticism and suggestions that are useful to improve the quality of Malang Strudel.
3. Given the independent variables in this study is very important in affecting Purchase Intention is expected the results of this study can be used as a reference for further researchers to develop this study by considering other variables that have not been included in this study.

5.3 Limitations

The research, as well as other studies, still has several limitations regarding the conduct. The limitations are:

1. The research is conducted to general product of Malang Strudel, perhaps it will show different result if conducted on other product.
2. The research is conducted for Students of Brawijaya University in Malang City only that already buy or consume Malang Strudel. Those, the result of the research may apply differently in different region.
3. This research cover the social media and brand attitude on Malang Strudel consumer purchase intention. Future research may also develop the research by conducting wider field or even more specific subject such as using social media marketing or social media advertisement on Malang Strudel, how to maintain brand loyalty and brand awareness, or other related subjects.

REFERENCES

- Achmad Kuncoro, Engkos. Dan Riduwan. 2008. *Cara Menggunakan dan Memaknai Analisis Jalur*. Bandung : Alfabeta
- Boyd, D.M., and Ellison, N.B. 2008. Social Network Sites: Definition, History, and Scholarship. *Journal of Computer-Mediated Communication*, p. 210-230
- Bruno, G., Aikaterini, M., Daniele, P., Joonas, R., Gaetano, A., Raffaele, D., Rahul, S. 2016. Social Media Marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, p. 5833-5841
- Carlson, Nicholas. 2010. *At Last—The Full Story of How Facebook Was Founded*. (<http://www.businessinsider.com/how-facebook-was-founded-2010-3?IR=T&op=1&r=US&IR=T/#-can-talk-about-that-after-i-get-all-the-basic-functionality-up-tomorrow-night-1/>, Accessed on November 28th, 2016)
- Carlson, Nicholas. 2011. *The Real History of Twitter*. (<http://www.businessinsider.com/how-twitter-was-founded-2011-4?IR=T&r=US&IR=T/>, Accessed on November 28th, 2016)
- Evans, D., and McKee, J. (2010). *Social Media Marketing*. Indiana. Wiley Publishing, Inc.
- Fajrina, H., N. 2016. *Ada 22 Juta Pengguna Aktif Instagram Dari Indonesia*. (<http://www.cnnindonesia.com/teknologi/20160623112758-185-140353/ada-22-juta-pengguna-aktif-instagram-dari-indonesia/>, Accessed on November 28th, 2016)

- Ferrel, O. C., and Hartline, M. D. (2008). *Marketing Strategy 4ed.* USA. Thomson Higher Education
- Frommer, Dan. 2010. *Here's How To Use Instagram*. (<http://www.businessinsider.com/instagram-2010-11?IR=T&op=1&r=US&IR=T/#res-what-it-looks-like-when-you-fire-up-the-instagram-app-lets-create-a-new-account-first-1/>, Accessed on November 28th, 2016)
- Gefen, D., Straub, D. W., Boudreau, M. C. 2000. Structural Equation Modeling and Regression: Guidelines for Research Practice. *Communications of AIS*, Volume 4, Article 7, pp.1-78
- Ghozali, Imam. 2006. "*Aplikasi Analisis Multivariate Dengan Program SPSS*". Semarang, Undip
- Ghozali, Imam. 2008. "*Structural Equation Modeling Metode Alternatif Partial Least Square*". Semarang, Undip
- Hair, J. F. Jr., Black, W. C., Babin, B. J., Anderson, R. E. 2009. *Multivariate Data Analysis 7ed.* USA. Prentice Hall
- Hermas Puspito. 2014. *Pengguna Internet Indonesia Tembus 100 Juta*. (Online), (<http://www.marketplus.co.id/2014/02/pengguna-internet-indonesia-tembus-100-juta/>, Accessed on Februari 10th, 2014)
- Jaya, I. G. N. M., Sumertajaya, I. M. 2008. "*Pemodelan Persamaan Structural dengan Partial Least Square*". *Journal of Mathematics National Seminar and Mathematics Education*
- Johye, H., Yoo-Shik, Y., No-Hyeun, P. 2011. Structural effects of cognitive and affective responses to web advertisements, webside and brand attitudes, and purchase intentions: The case of casual-dining restaurants. *Journal of Hospitality Management*, p. 897-907

- Kiagus, M. A. 2015. "Peran Brand Preference dan Word of Mouth sebagai mediasi Pengaruh Brand Equity terhadap Purchase Intentions". Disertasi. Universitas Brawijaya
- Kotler, P and Amstrong, G,. 2012. *Principles of Marketing 14ed.* New Jersey. Pearson Prentice Hall
- Kun-Huang, H., Dedy, D. G. 2015. Viral effects of social network and media on consumers' purchase intention. *Journal of Business Research*, p. 1-5
- Maholtra, N. K., and Birks, D. F. 2006. *Marketing Research: An Applied Approach 2nd European Edition.* UK. Prentice Hall
- Maulana, Aqmal. 2016. *Twitter Rahasiakan Pengguna di Indonesia.* (<http://www.cnnindonesia.com/teknologi/20160322085045-185-118939/twitter-rahasiakan-jumlah-pengguna-di-indonesia/>, Accessed on November 28th, 2016)
- Maxwell, J. A., Mittapalli, K. Given, L., 2008. Entries for Explanation, Explanatory research, Theory, and Thick description. *The SAGE encyclopedia of qualitative research methods.* Thousand Oaks CA: Sage Publications
- Mehdi, A., Reza, A. G., Leila, N. V. 2014. Analysing the effect of social media on brand attitude and purchase intention: the case of Iran Khodro company. *Journal of Social and Behavioral Sciences*, p. 822-826
- Peter, J. P and Olson, J. C., 2010. *Consumer Behavior and Marketing Strategy 9ed.* New York. McGraw Hill
- Phillips, Sarah. 2007. *A Brief History of Facebook.* (<https://www.theguardian.com/technology/2007/jul/25/media.newmedia/>, Accessed on November 28th, 2016)

- Schiffman, L. G. and Kanuk, L. L., 2007. *Consumer Behavior 9ed.* Winconsin. Prentice Hall
- Sekaran, U., 2003. *Research Methods For Business: A Skill-Building Approach 4ed.* New York. John Willey & Sons Inc
- Sekaran, Uma. 2006. *Metodologi Penelitian Untuk Bisnis.* Jakarta. Salemba Empat
- Solis, Brian. 2008. *The Essential Guide to Social Media.* (<http://www.briansolis.com/2008/06/essential-guide-to-social-media-free/>, Accessed on June 9th)
- Stiglitz, Kim. 2013. *The Definitive Guide To Getting Started With Social Media Marketing*
- William, Y. C. W., David J. P., Tingting, Z. 2015. How social media applications affect B2B communication and improve business performance in SMEs. *Journal of Industrial Marketing Management*, p. 1-11
- Young, S. C., Hye-Su, R., Steve, B. 2015. The impact of customer awareness of manufacturer name disclosure on retail brand attitudes and loyalty in Korea. *Journal of Retailing and Consumer Services*, p. 128-137
- Yusuf, Oik. 2016. *Hampir Semua Pengguna Internet Indonesia Memakai Facebook.* (<http://tekno.kompas.com/read/2016/04/15/10210007/Hampir.Semua.Pengguna.Internet.Indonesia.Memakai.Facebook/>, Accessed on April 15th, 2016)

Appendix 1 (Research Questionnaire)



KEMENTERIAN PENDIDIKAN DAN KEBUDAYAAN
UNIVERSITAS BRAWIJAYA
FAKULTAS EKONOMI DAN BISNIS

Jalan MT Haryono 165, Malang 65145, Indonesia
Telp. (0341) 551396, 555000, Fax. (0341) 553834
E-mail : feb@ub.ac.id http://www.feb.ub.ac.id

Kuesioner (Indonesia)

Responden yang terhormat,

Bersama ini saya mahasiswa jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Brawijaya Malang, bermaksud mengadakan penelitian skripsi untuk mengetahui peran media social pada perilaku konsumen terhadap merek dan minat beli Malang Strudel. Penelitian ini dilakukan untuk memenuhi tugas akhir dan sebagai salah satu syarat untuk memperoleh gelar sarjana (S1) pada Fakultas Ekonomi dan Bisnis Universitas Brawijaya.

Data yang kami kumpulkan semata-mata hanya untuk tujuan penelitian tanpa ada maksud yang lain. Setiap pertanyaan dalam angket ini dimaksudkan untuk mendapat keterangan dari saudara/saudari. Mengingat penelitian ini ditujukan untuk kepentingan akademik, diharapkan saudara/saudari berkenan untuk mengisi seluruh daftar pertanyaan yang tertera pada kuesioner ini sebaik-baiknya. Identitas saudara/saudari akan kami jamin kerahasiaannya.

Atas perhatian, kerjasama dan kesediaan saudara/saudari, kami ucapkan terima kasih.

Malang, 19 Desember 2016

Peneliti

Febi Alfianto



I. IDENTITAS RESPONDEN

Nama :

Media Sosial Yang Paling

Sering Digunakan : ☐ Facebook ☐ Twitter ☐ Path
☐ Instagram ☐ Lain-lain

Jenis Kelamin : ☐ Pria ☐ Wanita

Usia : ☐ 17-24 ☐ 36-50 ☐ Over 65

☐ 25-34 ☐ 51-65

Pendapatan Perbulan : ☐ Rp. 500.000 - Rp. 1.000.000

☐ Rp. 1.000.001 - Rp. 1.500.000

☐ Rp. 1.500.001 - Rp. 2.000.000

☐ Rp. 2.000.001 - Rp. 2.500.000

☐ Rp. 2.500.001 - Rp. 3.000.000

☐ > Rp. 3.000.001

PETUNJUK PENGISIAN

- Berilah tanda centang (✓) pada jawaban yang anda pilih
- SS bila anda menyatakan Sangat Setuju terhadap pernyataan.
- S bila anda menyatakan Setuju terhadap pernyataan.
- N bila anda menyatakan Netral terhadap pernyataan.
- TS bila anda menyatakan Tidak Setuju terhadap pernyataan.
- STS bila anda menyatakan Sangat Tidak Setuju terhadap pernyataan.

SOCIAL MEDIA

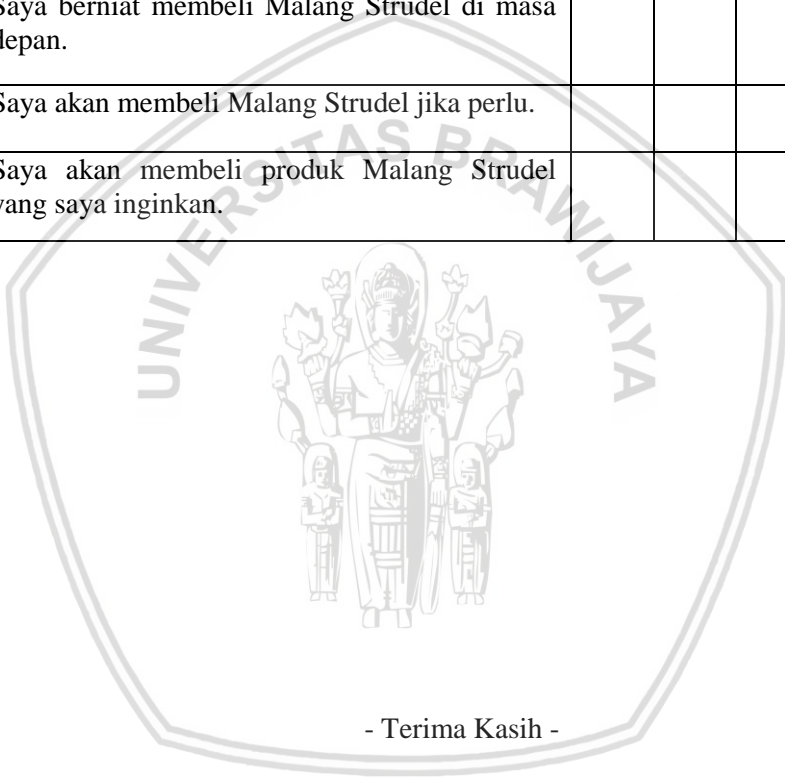
No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1	Saya merasa puas terhadap informasi yang saya dapatkan tentang Malang Strudel dari konsumen lain melalui social media.					
2	Informasi yang diterima dari konsumen tentang Malang Strudel di media social memenuhi harapan saya.					
3	Dibandingkan dengan informasi yang diterima dari sumber lain, informasi dari media social tentang Malang Strudel lebih bisa diterima.					
4	Sosial media malang strudel memperbolehkan berbagi informasi dengan pengguna lain.					
5	Sangat mudah untuk memberikan pendapat saya melalui situs social media malang strudel.					

BRAND ATTITUDE (SIKAP TERHADAP MERK)

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
6	Malang Strudel sangat memuaskan.					
7	Malang Strudel terkenal dan terpercaya.					
8	Malang Strudel memiliki atribut yang positif.					
9	Malang Strudel memiliki kesan yang positif.					

PURCHASE INTENTION (NIAT BELI)

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
10	Saya akan membeli produk Malang Strudel daripada produk lain yang tersedia.					
11	Saya bersedia untuk merekomendasikan orang lain untuk membeli Malang Strudel.					
12	Saya berniat membeli Malang Strudel di masa depan.					
13	Saya akan membeli Malang Strudel jika perlu.					
14	Saya akan membeli produk Malang Strudel yang saya inginkan.					



- Terima Kasih -



KEMENTERIAN PENDIDIKAN DAN KEBUDAYAAN
UNIVERSITAS BRAWIJAYA
FAKULTAS EKONOMI DAN BISNIS

Jalan MT Haryono 165, Malang 65145, Indonesia
Telp. (0341) 551396, 555000, Fax. (0341) 553834
E-mail : feb@ub.ac.id <http://www.feb.ub.ac.id>

Questionnaire (English)

Dear respondent,

I am Febi Alfianto, a student majoring in Management of Faculty of Economics and Business University of Brawijaya Malang, intends to conduct thesis research to know the role of *social media on consumer behavior toward brand and buying interest Malang Strudel*. This research is conducted to fulfill the final task and as one of the requirements to obtain a bachelor degree (S1) in Faculty of Economics and Business University of Brawijaya.

The data we collect is solely for the purpose of research without any other purpose. Each question in this questionnaire is intended to get information from the answerer. Considering that this research is aimed at academic interest, it is expected that the answerer are pleased to fill in the entire list of questions that are listed on this questionnaire as well as possible. The identity of the answerer will be our guarantee of secrecy.

For the attention, cooperation and willingness, thank you.

Malang, 19 December 2016

Researcher,

Febi Alfianto

I. IDENTITY OF RESPONDEND

Name :

Social Media That You

Often Used : ☐ Facebook ☐ Twitter ☐ Path
☐ Instagram ☐ Other

Gender : ☐ Male ☐ Female

Age : ☐ 17-24 ☐ 36-50 ☐ Over 65

☐ 25-34 ☐ 51-65

Monthly Income : ☐ Rp. 500.000 - Rp. 1.000.000

☐ Rp. 1.000.001 - Rp. 1.500.000

☐ Rp. 1.500.001 - Rp. 2.000.000

☐ Rp. 2.000.001 - Rp. 2.500.000

☐ Rp. 2.500.001 - Rp. 3.000.000

☐ > Rp. 3.000.001

INSTRUCTIONS

- Put a check mark (✓) on your preferred answer.
- **SA** if you Strongly Agree with the statement.
- **A** if you Agree with the statement.
- **N** if you Neutral with the statement.
- **D** if you Disagree with the statement.
- **SD** if you Strongly Disagree with the statement.

SOCIAL MEDIA

No	Questions	Answer				
		SD	D	N	A	SA
1	I am satisfied with received information of other customers about Malang Strudel in social media.					
2	Information received from other customers about Malang Strudel in social media has met my expectations.					
3	Compared to other received information from other sources, the received information in social media about Malang Strudel is acceptable.					
4	Malang Strudel social media enable information-sharing with others.					
5	It is easy to provide my opinion through Malang Strudel in social media.					

BRAND ATTITUDE

No	Questions	Answer				
		SD	D	N	A	SA
6	Malang Strudel is pleasant					
7	Malang Strudel is famous and credible					
8	Malang Strudel has positive attributes.					
9	Malang Strudel has good impression					

PURCHASE INTENTION

No	Questions	Answer				
		SD	D	N	A	SA
10	I would buy Malang Strudel rather than any other brand available.					
11	I willing to recommend other to buy Malang Strudel.					
12	I intend to purchase this product/brand in the future.					
13	I will purchase Malang Strudel if it is necessary.					
14	I will buy Malang Strudel product what I want to buy.					



- Thank You -

Appendix 2 (Questionnaires Data)

No.	X1	X2	X3	X4	X5	X	Y1	Y2	Y3	Y4	Y	Z1	Z2	Z3	Z4	Z5	Z
1	4	4	5	4	4	21	5	5	4	4	18	4	4	4	5	4	21
2	4	4	4	4	4	20	4	4	4	4	16	2	4	4	4	4	18
3	4	4	4	5	3	20	5	4	4	4	17	3	4	4	5	4	20
4	4	4	4	5	2	19	4	4	5	4	17	2	3	5	5	4	19
5	4	4	4	5	2	19	4	4	4	4	16	4	2	4	4	3	17
6	4	4	4	4	4	20	5	4	4	5	18	4	4	4	4	4	20
7	4	4	4	5	4	21	4	4	4	4	16	4	2	4	4	5	19
8	5	5	5	4	4	23	5	5	5	4	19	5	5	4	5	5	24
9	5	5	5	4	5	24	4	5	4	4	17	4	5	4	5	5	23
10	4	4	4	5	5	22	5	4	4	4	17	5	5	5	5	5	25
11	5	5	5	5	4	24	5	5	4	5	19	5	5	5	5	5	25
12	4	4	4	4	4	20	4	4	4	5	17	4	4	4	5	5	22
13	5	5	5	5	4	24	4	4	4	4	16	5	4	5	5	5	24
14	5	5	5	5	5	25	4	4	4	4	16	5	5	4	5	5	24
15	5	5	5	5	4	24	5	5	4	5	19	5	5	5	5	5	25
16	4	4	4	4	5	21	4	4	5	4	17	4	4	4	4	4	20
17	4	5	4	5	5	23	3	4	5	4	16	4	3	4	4	4	19
18	4	4	4	5	5	22	4	4	4	4	16	5	4	5	5	5	24
19	4	4	4	4	5	21	4	4	4	5	17	4	4	4	4	4	20
20	5	5	5	5	5	25	5	5	4	4	18	5	5	5	5	5	25
21	5	5	5	5	5	25	4	4	4	3	15	2	3	4	4	4	17
22	5	5	5	5	5	25	5	4	4	5	18	5	5	5	5	5	25
23	5	5	4	5	5	24	4	3	4	4	15	4	3	4	4	4	19
24	5	5	4	5	4	23	4	4	4	4	16	2	2	4	4	4	16
25	5	5	4	4	4	22	3	4	4	4	15	4	4	4	4	4	20
26	4	4	4	4	4	20	4	4	4	5	17	5	5	5	5	5	25
27	4	5	4	4	4	21	5	4	4	4	17	4	4	4	5	4	21
28	4	4	4	4	4	20	4	4	4	4	16	4	4	4	4	4	20
29	5	4	5	4	4	22	5	4	4	4	17	5	5	4	5	5	24
30	4	4	4	4	4	20	4	5	4	5	18	5	5	5	5	5	25
31	5	5	5	4	5	24	5	5	4	4	18	4	5	4	5	5	23
32	4	4	4	4	5	21	5	4	4	5	18	5	5	4	5	5	24
33	4	4	5	5	5	23	4	4	4	5	17	5	5	5	5	5	25
34	4	4	5	5	5	23	4	4	5	5	18	4	5	4	4	4	21
35	5	5	5	5	5	25	4	5	5	5	19	4	4	4	5	4	21
36	4	4	4	4	4	20	4	4	4	5	17	4	4	4	4	4	20
37	4	4	4	4	4	20	5	4	3	4	16	3	5	4	4	4	20
38	5	5	4	4	4	22	4	4	4	4	16	5	5	5	5	5	25

39	4	4	4	4	4	20	4	4	4	4	16	5	5	5	4	5	24
40	5	5	5	5	4	24	5	4	4	4	17	4	4	4	5	5	22
41	4	4	4	4	4	20	3	4	4	4	15	2	2	4	4	4	16
42	5	4	5	5	5	24	5	5	5	5	20	5	5	5	5	5	25
43	5	5	5	4	4	23	5	5	4	5	19	5	5	4	4	5	23
44	5	5	5	5	4	24	4	5	5	5	19	5	5	5	5	5	25
45	5	4	5	5	5	24	5	5	4	5	19	4	4	4	5	5	22
46	5	5	4	5	5	24	4	4	4	4	16	5	5	4	5	5	24
47	2	3	2	2	2	11	2	2	3	2	9	2	2	2	2	2	10
48	5	5	4	5	5	24	4	4	4	4	16	4	5	4	4	4	21
49	4	4	5	4	4	21	4	4	5	4	17	4	2	4	3	4	17
50	5	5	4	4	4	22	5	4	4	4	17	4	4	4	4	5	21
51	5	5	5	4	4	23	5	4	4	4	17	5	5	5	5	4	24
52	4	4	4	5	5	22	3	4	5	4	16	4	4	4	3	3	18
53	4	4	4	5	5	22	5	4	4	4	17	4	4	4	4	4	20
54	5	5	5	5	4	24	5	5	4	5	19	5	5	5	5	5	25
55	4	5	5	4	5	23	4	4	5	4	17	4	4	4	4	4	20
56	5	5	4	4	4	22	4	4	4	4	16	4	5	4	4	4	21
57	5	5	5	4	5	24	4	4	4	4	16	5	4	5	4	5	23
58	4	4	4	4	5	21	5	4	4	4	17	4	4	5	4	4	21
59	4	3	4	4	4	19	3	4	3	4	14	5	5	4	4	4	22
60	4	4	5	4	5	22	4	4	4	4	16	4	4	4	5	4	21
61	4	4	4	4	5	21	4	4	2	4	14	5	4	4	3	4	20
62	5	4	5	4	5	23	5	5	4	4	18	5	5	5	4	4	23
63	4	5	5	5	5	24	4	4	4	4	16	4	4	4	4	4	20
64	5	5	5	5	4	24	5	4	4	4	17	5	5	4	5	5	24
65	4	5	5	5	5	24	3	4	4	4	15	5	5	4	5	5	24
66	4	4	4	4	5	21	4	4	4	4	16	4	4	4	5	5	22
67	4	5	5	5	4	23	4	4	4	4	16	5	5	5	5	5	25
68	5	5	5	4	5	24	4	4	4	4	16	4	5	4	4	4	21
69	5	5	5	5	4	24	5	5	4	5	19	5	5	5	5	5	25
70	4	5	4	5	5	23	4	4	2	4	14	4	2	3	4	4	17
71	4	5	5	5	5	24	3	5	4	4	16	4	2	4	4	4	18
72	4	4	4	5	5	22	4	4	3	4	15	2	4	4	4	4	18
73	5	5	5	4	5	24	5	5	4	5	19	5	5	4	5	5	24
74	2	2	2	2	3	11	3	2	3	2	10	2	2	3	2	2	11
75	5	4	5	4	5	23	5	5	5	5	20	4	4	4	5	5	22
76	4	4	4	4	4	20	4	4	4	4	16	4	4	4	4	4	20
77	4	4	4	4	4	20	3	4	3	4	14	5	5	4	4	3	21
78	5	5	5	5	5	25	4	4	4	5	17	5	5	4	5	5	24
79	5	4	5	5	5	24	4	4	3	4	15	4	4	4	4	5	21
80	5	4	5	5	5	24	5	5	4	5	19	5	5	5	5	5	25
81	4	4	4	4	5	21	4	4	3	4	15	4	4	4	4	4	20

82	4	4	4	4	4	20	4	4	2	4	14	3	3	4	4	4	18
83	5	5	5	5	4	24	4	4	4	4	16	4	4	4	4	5	21
84	4	5	5	4	4	22	4	4	3	4	15	4	4	4	4	4	20
85	4	4	4	3	3	18	3	4	3	4	14	4	4	4	3	4	19
86	4	4	4	4	4	20	3	4	3	4	14	3	4	4	3	3	17
87	4	4	5	3	3	19	4	4	4	4	16	4	4	4	4	4	20
88	4	5	5	3	3	20	5	5	4	4	18	4	5	4	5	4	22
89	4	4	4	4	4	20	3	4	4	4	15	5	5	4	3	4	21
90	4	5	5	5	4	23	5	5	5	5	20	4	4	5	5	5	23
91	4	5	5	5	5	24	4	4	3	4	15	4	4	4	4	4	20
92	5	5	5	5	5	25	5	5	3	5	18	5	5	5	5	5	25
93	5	5	5	4	4	23	5	5	5	4	19	5	5	5	5	5	25
94	5	4	5	4	5	23	4	4	4	4	16	3	3	4	4	4	18
95	5	5	5	4	5	24	5	4	4	4	17	4	4	5	5	5	23
96	5	5	5	4	5	24	5	5	4	5	19	4	5	5	5	4	23
97	5	4	5	3	4	21	4	4	3	4	15	4	4	4	4	4	20
98	5	5	5	4	4	23	5	5	4	5	19	4	4	5	4	4	21
99	5	4	5	4	4	22	4	5	4	5	18	5	5	4	5	5	24
100	5	5	5	4	4	23	5	5	4	5	19	5	5	5	5	5	25
101	4	4	4	5	4	21	3	4	4	4	15	4	4	4	4	4	20
102	4	4	4	3	4	19	4	4	2	4	14	4	5	4	4	4	21
103	5	4	5	4	4	22	5	5	5	5	20	4	4	5	5	5	23
104	4	4	4	5	4	21	4	4	2	4	14	4	4	4	4	4	20
105	4	4	4	5	4	21	4	4	3	4	15	5	5	4	5	4	23
106	4	3	4	5	4	20	4	4	4	4	16	4	4	4	4	5	21
107	4	4	4	4	4	20	4	4	4	4	16	4	4	5	5	5	23
108	5	5	5	4	4	23	5	5	5	5	20	5	5	5	5	5	25
109	3	3	3	3	3	15	4	4	3	4	15	5	5	4	3	4	21
110	5	5	5	4	5	24	5	5	5	5	20	5	5	5	5	5	25
111	4	4	4	4	4	20	3	4	4	4	15	4	4	4	5	5	22
112	5	5	5	5	5	25	5	5	5	5	20	5	5	5	5	5	25
113	5	5	5	5	5	25	5	5	5	5	20	4	5	5	5	5	24
114	3	3	3	3	3	15	4	3	4	4	15	4	5	4	4	5	22
115	5	5	5	4	5	24	4	4	4	4	16	5	5	5	4	5	24
116	4	4	4	5	5	22	4	4	4	4	16	5	5	2	4	4	20
117	5	5	5	5	5	25	4	4	4	4	16	4	4	4	4	4	20
118	5	5	5	5	5	25	5	5	4	5	19	5	5	5	5	4	24
119	4	4	4	4	4	20	4	4	4	5	17	4	4	4	4	4	20
120	4	4	4	4	4	20	4	4	4	4	16	4	4	5	5	4	22

Appendix 3 (Frequency Table)

X1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	55	45.8	45.8	45.8
	4.00	61	50.8	50.8	96.7
	3.00	2	1.7	1.7	98.3
	2.00	2	1.7	1.7	100.0
	Total	120	100.0	100.0	

X2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	56	46.7	46.7	46.7
	4.00	58	48.3	48.3	95.0
	3.00	5	4.2	4.2	99.2
	2.00	1	.8	.8	100.0
	Total	120	100.0	100.0	

X3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	62	51.7	51.7	51.7
	4.00	54	45.0	45.0	96.7
	3.00	2	1.7	1.7	98.3
	2.00	2	1.7	1.7	100.0
	Total	120	100.0	100.0	

X4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	52	43.3	43.3	43.3
	4.00	59	49.2	49.2	92.5
	3.00	7	5.8	5.8	98.3
	2.00	2	1.7	1.7	100.0
	Total	120	100.0	100.0	

X5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	53	44.2	44.2	44.2
	4.00	57	47.5	47.5	91.7
	3.00	7	5.8	5.8	97.5
	2.00	3	2.5	2.5	100.0
	Total	120	100.0	100.0	

Y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	43	35.8	35.8	35.8
	4.00	62	51.7	51.7	87.5
	3.00	14	11.7	11.7	99.2
	2.00	1	.8	.8	100.0
	Total	120	100.0	100.0	

Y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	34	28.3	28.3	28.3
	4.00	82	68.3	68.3	96.7
	3.00	2	1.7	1.7	98.3
	2.00	2	1.7	1.7	100.0
	Total	120	100.0	100.0	

Y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	19	15.8	15.8	15.8
	4.00	80	66.7	66.7	82.5
	3.00	16	13.3	13.3	95.8
	2.00	5	4.2	4.2	100.0
	Total	120	100.0	100.0	

Y4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	36	30.0	30.0	30.0
	4.00	81	67.5	67.5	97.5
	3.00	1	.8	.8	98.3
	2.00	2	1.7	1.7	100.0
	Total	120	100.0	100.0	

Z1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	47	39.2	39.2	39.2
	4.00	60	50.0	50.0	89.2
	3.00	5	4.2	4.2	93.3
	2.00	8	6.7	6.7	100.0
	Total	120	100.0	100.0	

Z2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	55	45.8	45.8	45.8
	4.00	50	41.7	41.7	87.5
	3.00	6	5.0	5.0	92.5
	2.00	9	7.5	7.5	100.0
	Total	120	100.0	100.0	

Z3

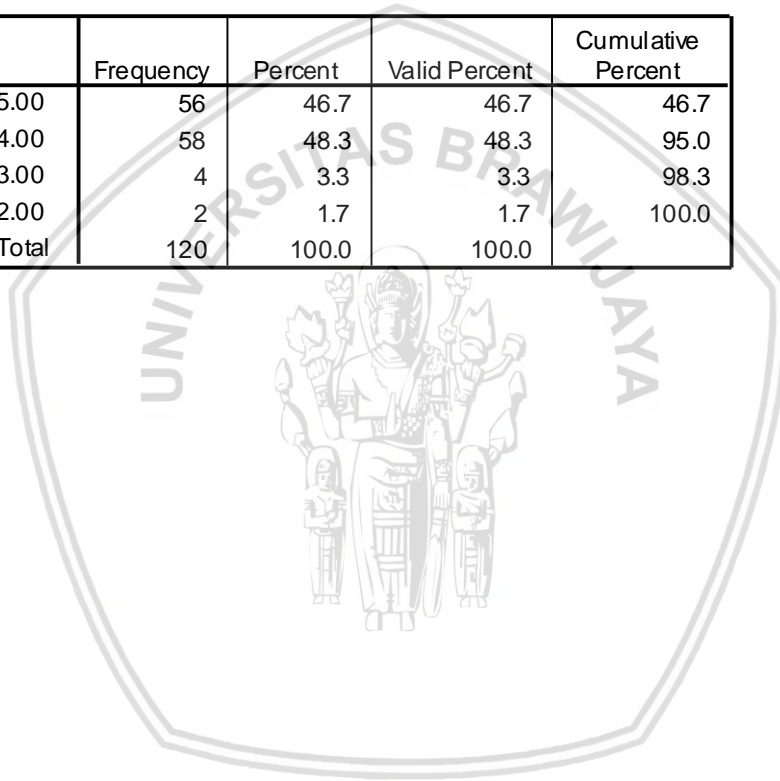
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	39	32.5	32.5	32.5
	4.00	77	64.2	64.2	96.7
	3.00	2	1.7	1.7	98.3
	2.00	2	1.7	1.7	100.0
	Total	120	100.0	100.0	

Z4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	58	48.3	48.3	48.3
	4.00	53	44.2	44.2	92.5
	3.00	7	5.8	5.8	98.3
	2.00	2	1.7	1.7	100.0
	Total	120	100.0	100.0	

Z5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	56	46.7	46.7	46.7
	4.00	58	48.3	48.3	95.0
	3.00	4	3.3	3.3	98.3
	2.00	2	1.7	1.7	100.0
	Total	120	100.0	100.0	



Appendix 4 (Validity and Reliability Test)

Correlations Variable X

Correlations		
		X
X1	Pearson Correlation	.841**
	Sig. (2-tailed)	.000
	N	120
X2	Pearson Correlation	.808**
	Sig. (2-tailed)	.000
	N	120
X3	Pearson Correlation	.829**
	Sig. (2-tailed)	.000
	N	120
X4	Pearson Correlation	.702**
	Sig. (2-tailed)	.000
	N	120
X5	Pearson Correlation	.701**
	Sig. (2-tailed)	.000
	N	120

** . Correlation is significant at the 0.01 level

Reliability Variable X

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.830	5

Correlations Variable Y

Correlations

		Y
Y1	Pearson Correlation	.777**
	Sig. (2-tailed)	.000
	N	120
Y2	Pearson Correlation	.841**
	Sig. (2-tailed)	.000
	N	120
Y3	Pearson Correlation	.664**
	Sig. (2-tailed)	.000
	N	120
Y4	Pearson Correlation	.806**
	Sig. (2-tailed)	.000
	N	120

**. Correlation is significant at the 0.01 level

Reliability Variable Y

Case Processing Summary

	N	%
Cases Valid	120	100.0
Excluded ^a	0	.0
Total	120	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.762	4

Correlations Variable Z

Correlations

		Z
Z1	Pearson Correlation	.815**
	Sig. (2-tailed)	.000
	N	120
Z2	Pearson Correlation	.813**
	Sig. (2-tailed)	.000
	N	120
Z3	Pearson Correlation	.707**
	Sig. (2-tailed)	.000
	N	120
Z4	Pearson Correlation	.790**
	Sig. (2-tailed)	.000
	N	120
Z5	Pearson Correlation	.820**
	Sig. (2-tailed)	.000
	N	120

** . Correlation is significant at the 0.01 level

Reliability Variable Z

Case Processing Summary

	N	%
Cases Valid	120	100.0
Excluded ^a	0	.0
Total	120	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.844	5

Appendix 5 (PLS Result)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
X1 <- X	0.8939	0.8951	0.0224	0.0224	39.8712
X2 <- X	0.834	0.8297	0.0427	0.0427	19.5355
X3 <- X	0.8838	0.8859	0.0249	0.0249	35.4658
X4 <- X	0.6258	0.5992	0.126	0.126	4.967
X5 <- X	0.6049	0.5918	0.0986	0.0986	6.1374
Y1 <- Y	0.7817	0.7848	0.0408	0.0408	19.1531
Y2 <- Y	0.8876	0.8837	0.0278	0.0278	31.8724
Y3 <- Y	0.5578	0.5553	0.0722	0.0722	7.7288
Y4 <- Y	0.8457	0.8408	0.0454	0.0454	18.6267
Z1 <- Z	0.7489	0.744	0.0555	0.0555	13.5002
Z2 <- Z	0.7407	0.7393	0.0516	0.0516	14.3665
Z3 <- Z	0.7541	0.7604	0.0489	0.0489	15.4135
Z4 <- Z	0.8435	0.8416	0.0276	0.0276	30.5073
Z5 <- Z	0.8564	0.8501	0.0378	0.0378	22.6525

	X	Y	Z
X1	0.8939	0.6375	0.5994
X2	0.834	0.4622	0.4498
X3	0.8838	0.6787	0.5905
X4	0.6258	0.3397	0.3429

X5	0.6049	0.2864	0.2962
Y1	0.4958	0.7817	0.5998
Y2	0.6514	0.8876	0.6373
Y3	0.3575	0.5578	0.3519
Y4	0.4978	0.8457	0.6396
Z1	0.4074	0.4575	0.7489
Z2	0.3511	0.4804	0.7407
Z3	0.4571	0.6024	0.7541
Z4	0.5883	0.6903	0.8435
Z5	0.5641	0.6098	0.8564

Variabel	AVE	Composite Reliability	R Square	Cronbachs Alpha	Communality	Redundancy
X	0.6067	0.8825	0	0.835	0.6067	0
Y	0.6063	0.8571	0.4300	0.7751	0.6063	0.2594
Z	0.6246	0.8923	0.5659	0.8505	0.6246	0.1423

Variabel Bebas	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
X -> Y	0.6557	0.6504	0.0729	0.0729	8.9932
X -> Z	0.2333	0.2186	0.084	0.084	2.7772
Y -> Z	0.5784	0.583	0.076	0.076	7.6065